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| ONLINE RETAIL DATA | | |
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| **TCS-Framing the Business Scenario** | | |

# cEO

Q1. Which country is producing the minimum and maximum profits?

Q2. From the purchase behaviors of the customers, we can find out the income range of customers. What percentage of overall income are the top customers responsible for?

Q3. What is the monthly revenue of the retail? Which month had the highest revenue and which had the lowest revenue?

Q4. What are the various products? Is there any seasonal trend for these products?

# CMO

Q1. Estimate the number of products that are frequently brought by the customers. Also how many customers buy the same products again and again?

Q2. Which type of customers have placed many orders? How much is the profit generated by them?

Q3. Who are the consumers who have returned the most frequently? What percentage of the revenue do they contribute?

Q4. How long does it take for returning customers to place their next purchase after receiving the first one?