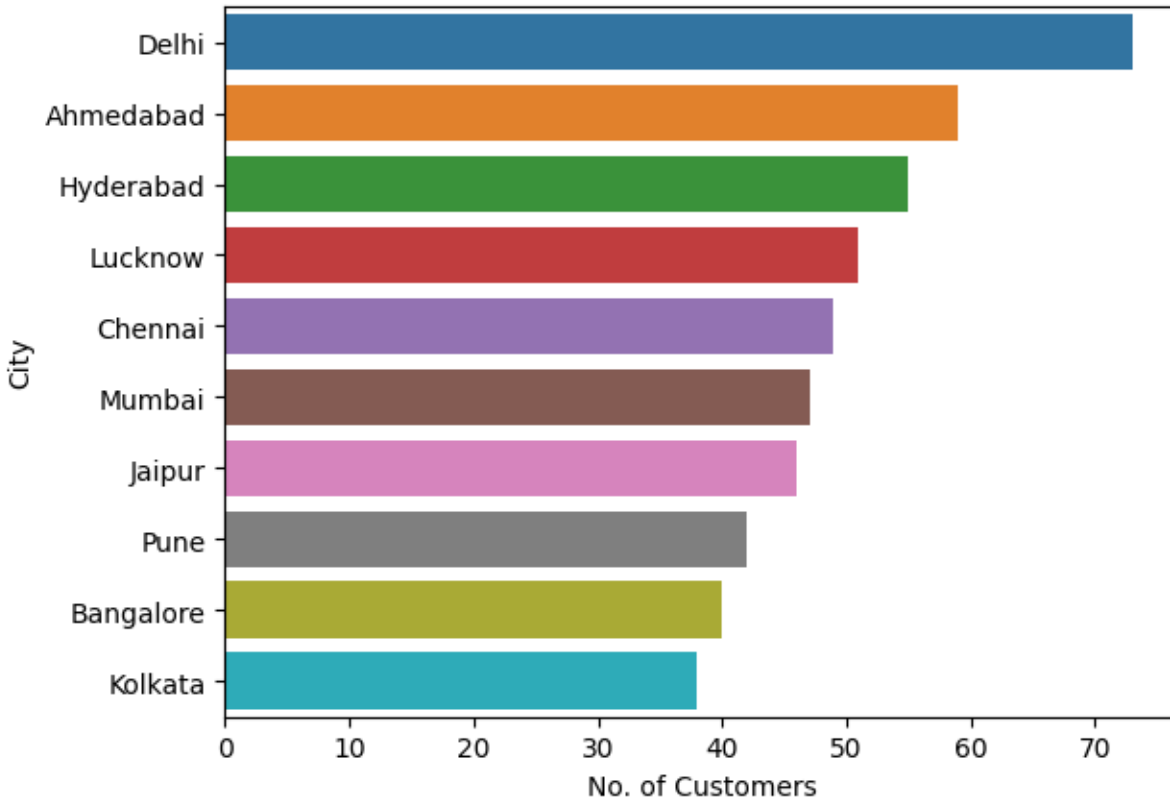# Report on Practical Data Analysis Task

## Customer Distribution by City Report

This report provides an analysis of customer distribution across various cities based on the data extracted from the CSV file. The purpose is to understand the geographical spread of customers and identify potential areas for business growth and marketing strategies.



## Insights

- Delhi and Ahmedabad stand out due to their high customer concentration, making them notable cities with a significant presence of our customer base.
- There are opportunities for business expansion in regions like Kolkata and Bangalore as they have low customer concentration.
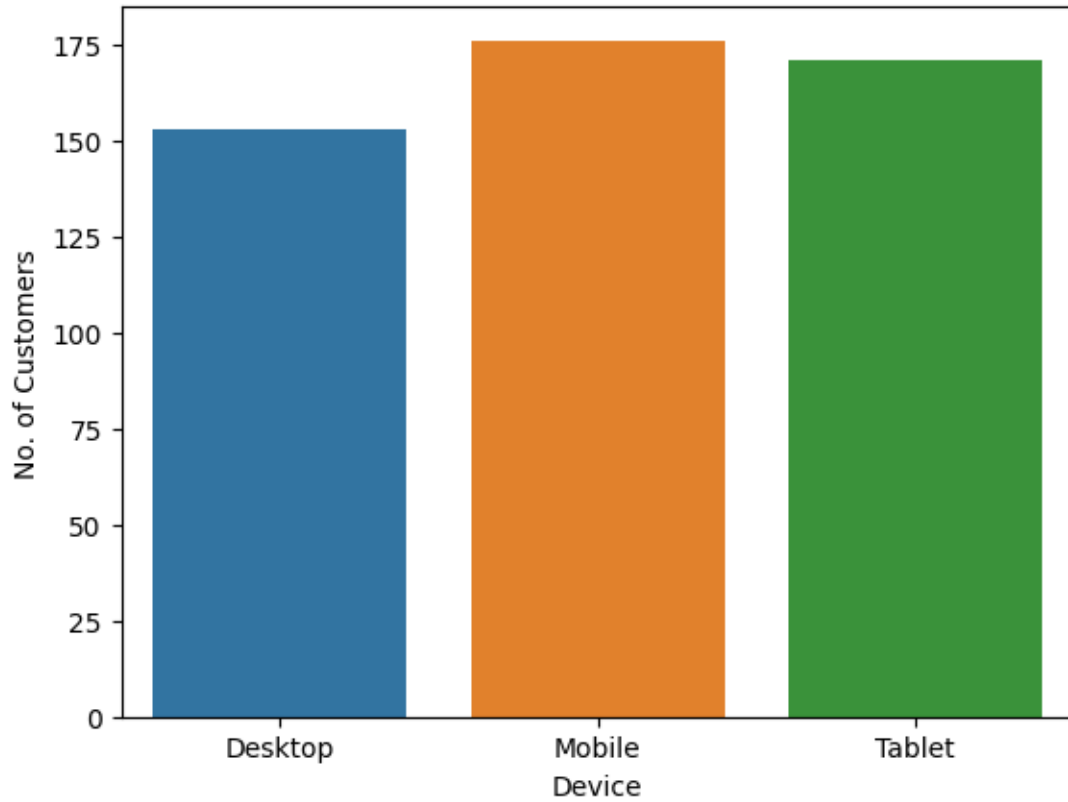
# Customer Distribution by Performed Task on site report
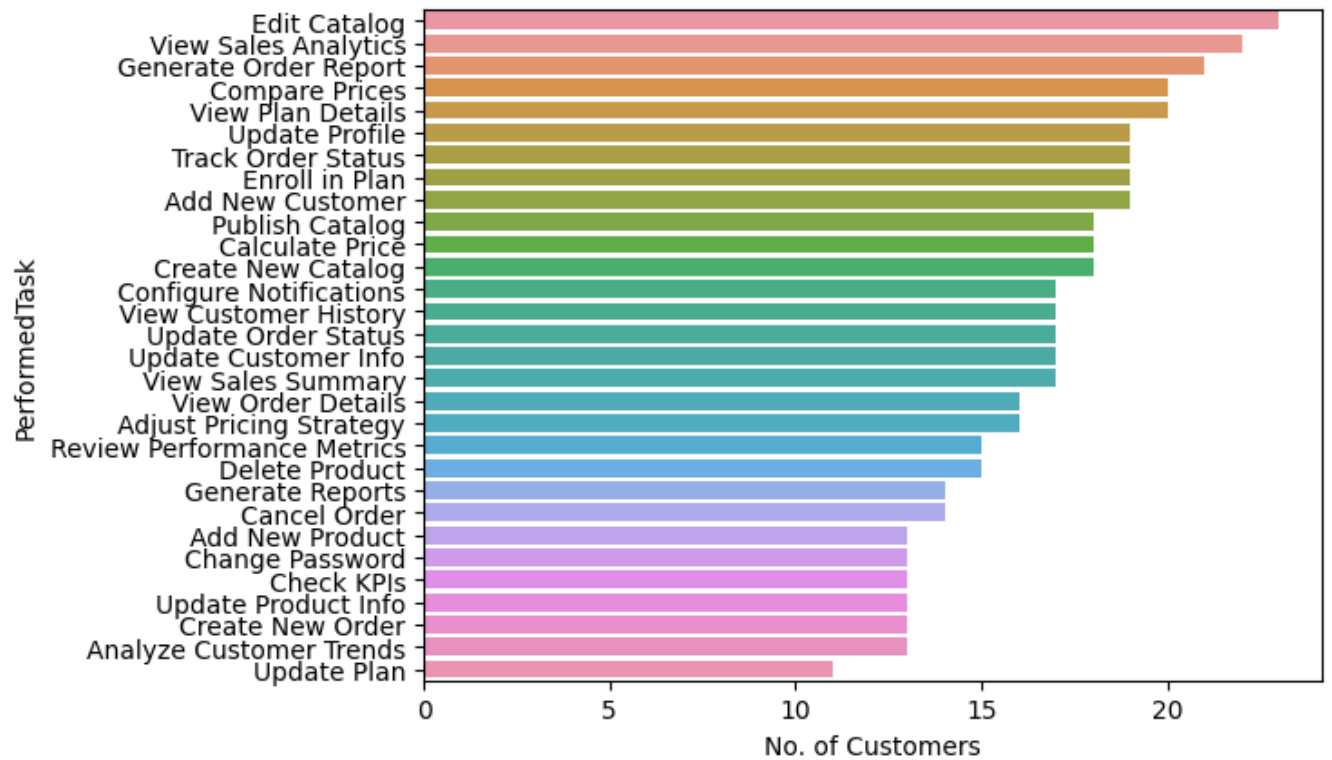


## Insights

- Cancelations match the volume of new orders, suggesting a consistent flow in both customer interest and changes in purchase decisions.
- Visitors seem to be more inclined towards comparing prices rather than making immediate purchases.
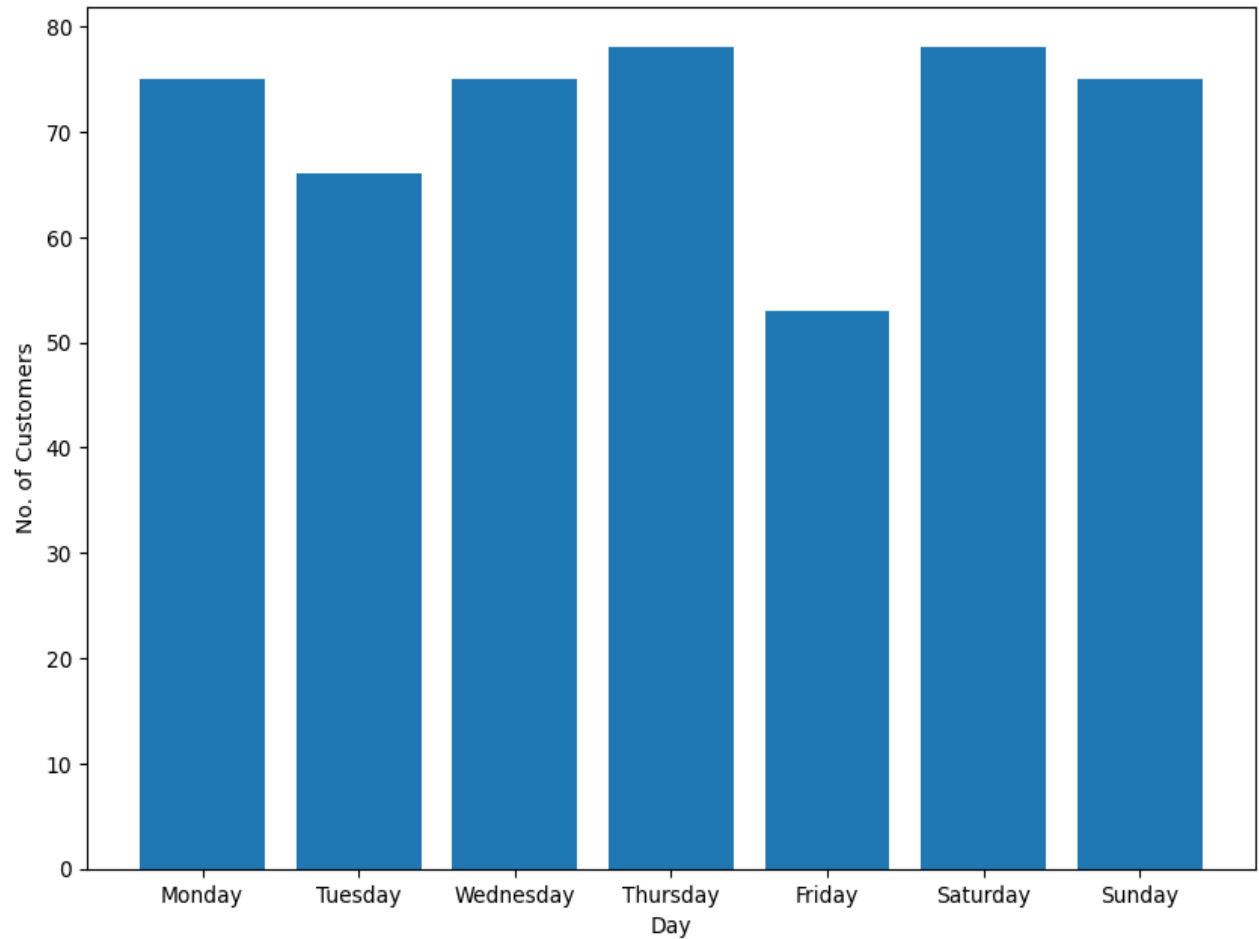
# Customer Distribution by Device report



## Insights

- The distribution across devices is closely aligned, indicating that the website is effectively optimized for a diverse range of devices.
- Although, Desktop has slightly fewer customers.

# Customer Distribution by Weekdays report



## Insights

- The data reveals that Friday's experience lower site traffic compared to other days.
- Considering the lower site traffic on Fridays, implementing promotions or sales during that day could potentially boost visitor engagement and increase overall traffic.

# Customer Distribution by Time of the day report
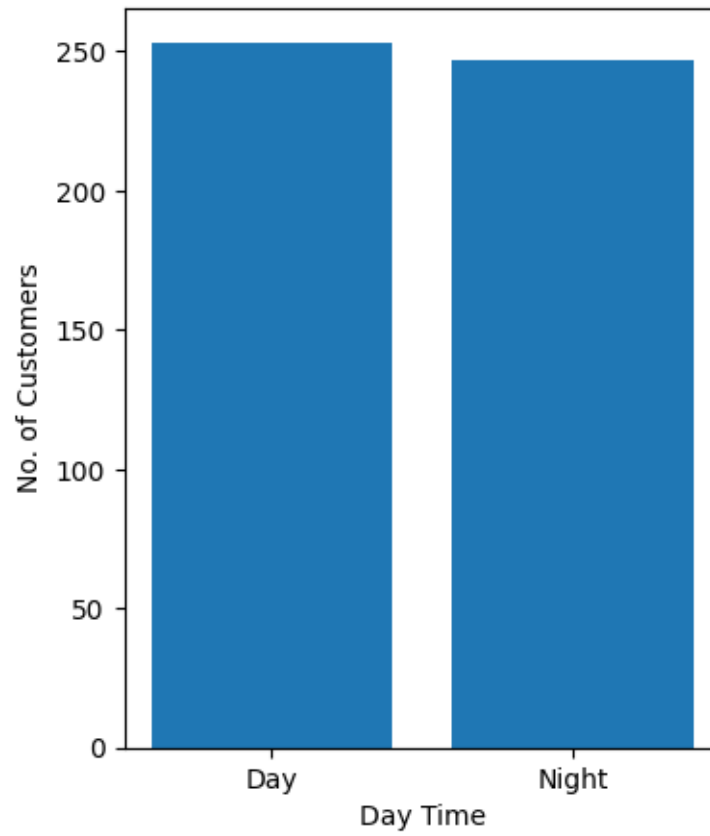


## Insights

- From the graph, it can be inferred that the site is utilized consistently both during the day and night, indicating a balanced distribution of user activity across different hours.