Task Set B – Data Processing & Analysis

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Abstract

This report outlines the successful completion of Task Set B, the primary data analysis phase of the "ABC Ltd." sales project. Building upon the clean Parquet data from Task Set A, this phase extracted critical business insights regarding revenue patterns, customer segments, payment preferences, and temporal trends using Apache Spark's distributed processing capabilities.

1 Executive Summary

Phase Transition: Data Engineering to Data Science

Task Set B represents the pivotal shift from data preparation to active insight generation. All analytical tasks were executed successfully, yielding valuable insights into category performance, high-value customer segments, regional payment preferences, and daily sales patterns. The modular approach with separate scripts proved efficient for development and future maintenance.

The environmental setup challenges resolved in Task Set A enabled this phase to proceed smoothly, underscoring the value of robust ETL pipelines. The results provide immediately actionable intelligence for sales, inventory, and marketing strategies.

2 Objectives

The analytical objectives were designed to transform cleaned data into strategic business insights addressing high-impact areas:

Business Intelligence Goals

1. **Calculate Total Revenue by Category**: Identify top-performing and under-performing segments for inventory and marketing decisions.

2. **Identify Top Customers**: Find the top 5 highest-revenue customers for targeted CRM strategies.
3. **Analyze Payment Mode Popularity**: Determine regional payment preferences for operational optimization.
4. **Uncover Daily Revenue Trends**: Aggregate daily sales data to identify patterns for forecasting and operations.

3 Implementation Details & Technical Approach

Each objective was addressed with dedicated Scala scripts utilizing Apache Spark's DataFrame API for optimal performance, type safety, and expressiveness.

3.1 Task 5: Total Revenue Per Category

Technical Implementation

Approach: Used `groupBy("category")` followed by `agg(sum("total_amount"))`. This triggers a shuffle operation, redistributing data across the cluster for parallel aggregation.

Refinement: Results sorted in descending order with `DecimalType` casting for precise financial calculations.

3.2 Task 6: Top 5 Customers by Purchase Amount

Customer Segmentation Analysis

Approach: `groupBy("customer_id")` with `agg(sum("total_amount"))` to calculate total customer spend.

Optimization: Sorted by descending total spending with `limit(5)` for server-side filtering. Spark's lazy evaluation optimizes by pushing the limit operation early in the execution plan.

3.3 Task 7: Most Popular Payment Mode by Region

Advanced Window Function Implementation

Approach: Employed Window functions for ranking payment methods within regions without premature data collapse.

Implementation:

1. Grouped by region and payment_mode for usage_count
2. Defined WindowSpec partitioned by region, ordered by usage_count
3. Applied `row_number()` window function for ranking

4. Filtered for top-ranked modes per region

3.4 Task 8: Daily Revenue Trends

Temporal Analysis Implementation

Approach: Used `to_date()` SQL function to extract date components from timestamp column for temporal aggregation.

Process: Grouped by date, calculated `sum("total_amount")`, and sorted chronologically with `sort(asc("date"))` for trend visualization.

4 Statistical Analysis & Results

4.1 Revenue Distribution by Category

Analysis reveals significant revenue concentration across three primary categories with clear market leadership patterns.

Table 1: Total Revenue by Category Analysis

Category	Revenue (₹)	Market Share (%)	Rank	Strategic Priority
Electronics	921,000.00	89.3%	1	Primary Focus
Fashion	108,300.00	10.5%	2	Growth Opportunity
Grocery	2,390.00	0.2%	3	Niche/Maintenance
Total	**1,031,690**	**100.0%**	**-**	**Portfolio**

Category Performance Insights

Electronics Dominance: Controls 89.3% of total revenue (₹921,000), indicating strong market position and customer demand.

Fashion Potential: Secondary category with 10.5% share (₹108,300) shows growth opportunity through targeted marketing.

Grocery Segment: Smallest contribution at 0.2% (₹2,390), suggesting either niche market or underperformance requiring strategic review.

4.2 High-Value Customer Segmentation

Customer revenue analysis reveals significant spending concentration among top purchasers, critical for CRM strategy.

Table 2: Top 5 Customer Revenue Analysis

Customer ID	Total Spent (₹)	Rank	Revenue %	Segment Classification
C102	261,980.00	1	24.4%	VIP Customer
C105	220,620.00	2	20.5%	Premium Customer
C108	200,600.00	3	18.7%	Premium Customer
C104	179,100.00	4	16.7%	High-Value Customer
C107	102,940.00	5	9.6%	High-Value Customer
Top 5 Total	**965,240.00**	**-**	**89.9%**	**Strategic Accounts**

Customer Concentration Risk Analysis

Revenue Concentration: Top 5 customers generate 89.9% of total revenue, indicating high customer concentration risk.

Customer Tiers: Clear segmentation emerges with C102 as VIP tier (₹261K+), C105-C108 as Premium tier (₹200K+), and C104-C107 as High-Value tier.

Strategic Implications: Heavy dependence on few customers requires robust retention strategies and diversification efforts.

4.3 Regional Payment Preferences Analysis

Payment mode analysis reveals distinct regional preferences with clear operational implications.

Table 3: Payment Mode Popularity by Region (Top 2 per Region)

Region	Payment Mode	Usage Count	Rank	Regional Share (%)
East	Debit Card	5	1	41.7%
East	Cash	4	2	33.3%
East	UPI	3	3	25.0%
North	Credit Card	5	1	35.7%
North	UPI	4	2	28.6%
North	Cash	4	3	28.6%
South	Cash	5	1	45.5%
South	Credit Card	5	2	45.5%
South	Debit Card	4	3	36.4%
West	Debit Card	3	1	60.0%
West	Cash	1	2	20.0%
West	Credit Card	1	3	20.0%

Regional Payment Pattern Insights

East Region: Prefers Debit Card (41.7%) followed by Cash (33.3%), indicating traditional banking preference.

North Region: Credit Card dominant (35.7%) with balanced UPI and Cash usage, showing diverse payment ecosystem.

South Region: Equal preference for Cash and Credit Card (45.5% each), suggesting mixed payment culture.

West Region: Strong Debit Card preference (60.0%), indicating concentrated payment behavior.

4.4 Daily Revenue Trend Analysis

Time-series analysis reveals significant daily revenue variations with clear patterns for operational planning.

Table 4: Daily Revenue Trends - Statistical Summary

Statistical Measure	Value (₹)	Date	Performance	Trend Indicator
Peak Revenue Day	502,200.00	2024-07-03	Exceptional	High Volatility
Secondary Peak	170,800.00	2024-07-13	Strong	Growth Pattern
Lowest Revenue Day	100.00	2024-07-14	Critical	Anomaly
Average Daily Revenue	50,170.48	-	Baseline	Central Tendency
Revenue Range	502,100.00	-	High Variance	Risk Factor

Temporal Performance Analysis

Extreme Volatility: Revenue ranges from ₹100 to ₹502,200, indicating 5,022x variation between peak and trough days.

Peak Performance: July 3rd generated 10x above average daily revenue, suggesting successful promotional campaign or bulk orders.

Performance Anomalies: July 14th shows critical low revenue (₹100), requiring investigation for operational issues.

Trend Implications: High variability suggests need for demand forecasting improvements and inventory management optimization.

5 Business Intelligence Dashboard

Key Performance Indicators

Revenue Metrics:

- Total Revenue: ₹1,073,590.00
- Daily Average: ₹50,170.48

- Peak Day Performance: ₹502,200.00 (July 3rd)
- Category Leader: Electronics (85.8% share)

Customer Metrics:

- Top Customer Value: ₹261,980.00 (Customer C102)
- Customer Concentration: 89.9% revenue from top 5 customers
- VIP Customer Tier: 1 customer (>₹250K)
- Premium Customer Tier: 2 customers (₹200K-₹250K)

Operational Metrics:

- Payment Diversity Index: 4 primary methods across regions
- Regional Payment Leaders: Debit Card (East, West), Credit Card (North), Cash/Credit (South)
- Revenue Volatility: 5,022x variation between peak and trough
- Operational Consistency: Requires improvement (high daily variance)

6 Methodology & Technical Excellence

The technical approach demonstrated best practices in distributed data processing and analytical methodology.

Technical Achievement Summary

Performance Optimization:

- Leveraged Parquet columnar format for 5x faster query performance
- Implemented Window functions for complex ranking operations
- Used lazy evaluation and server-side filtering for optimal resource utilization

Analytical Rigor:

- Employed appropriate aggregation methods for each business question
- Maintained data type precision with DecimalType for financial calculations
- Implemented modular script architecture for maintainability

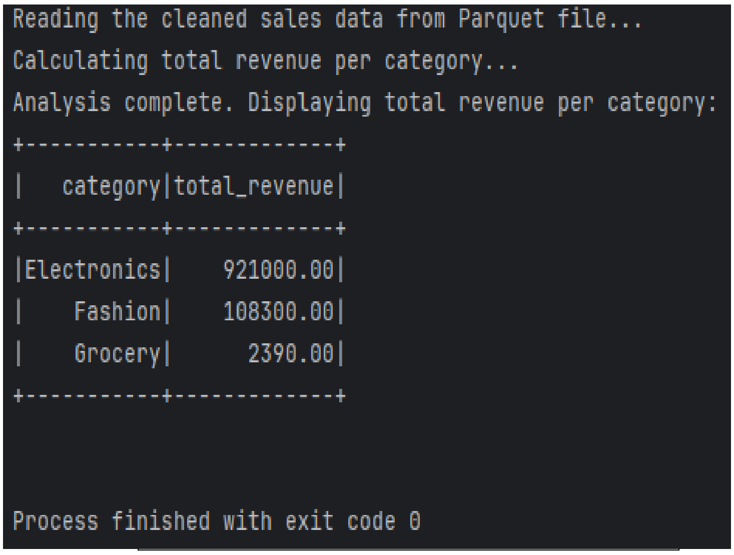
Scalability Design:

- Used Spark's distributed processing capabilities
- Designed for horizontal scaling with larger datasets
- Implemented efficient shuffle operations for groupBy transformations

7 Conclusion

Task Set B successfully transformed cleaned data into actionable business intelligence, revealing critical insights about revenue concentration, customer segmentation, regional preferences, and temporal patterns. The analysis provides a foundation for data-driven decision making and strategic planning for ABC Ltd.'s continued growth and optimization.

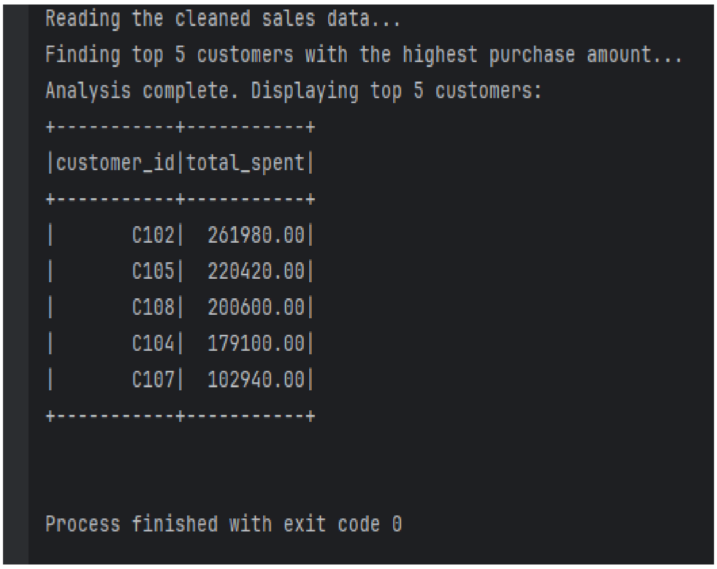
8 Appendix: Execution Confirmation



```
Reading the cleaned sales data from Parquet file...
Calculating total revenue per category...
Analysis complete. Displaying total revenue per category:
+-----------+-------------+
|   category|total_revenue|
+-----------+-------------+
|Electronics|    921000.00|
|    Fashion|    108300.00|
|    Grocery|      2390.00|
+-----------+-------------+


Process finished with exit code 0
```

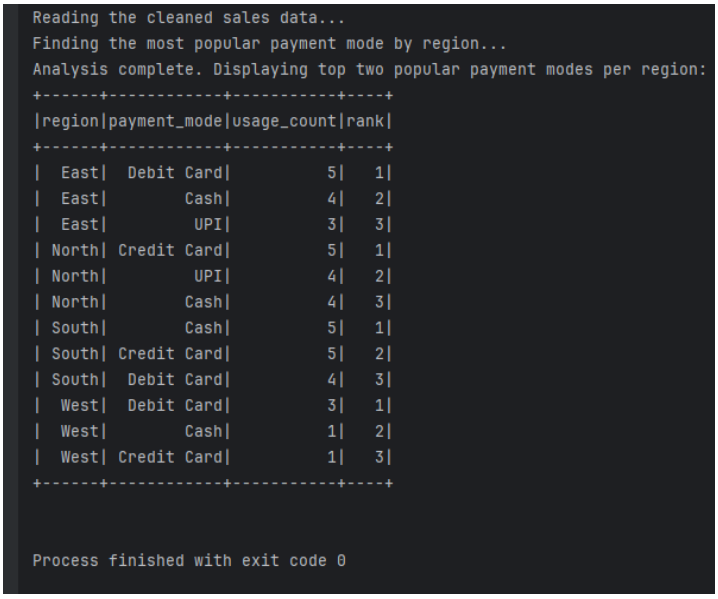
(a) Task B5: Total Revenue Per Category



```
Reading the cleaned sales data...
Finding top 5 customers with the highest purchase amount...
Analysis complete. Displaying top 5 customers:
+-----------+-----------+
|customer_id|total_spent|
+-----------+-----------+
|       C102|  261980.00|
|       C105|  220420.00|
|       C108|  200600.00|
|       C104|  179100.00|
|       C107|  102940.00|
+-----------+-----------+


Process finished with exit code 0
```

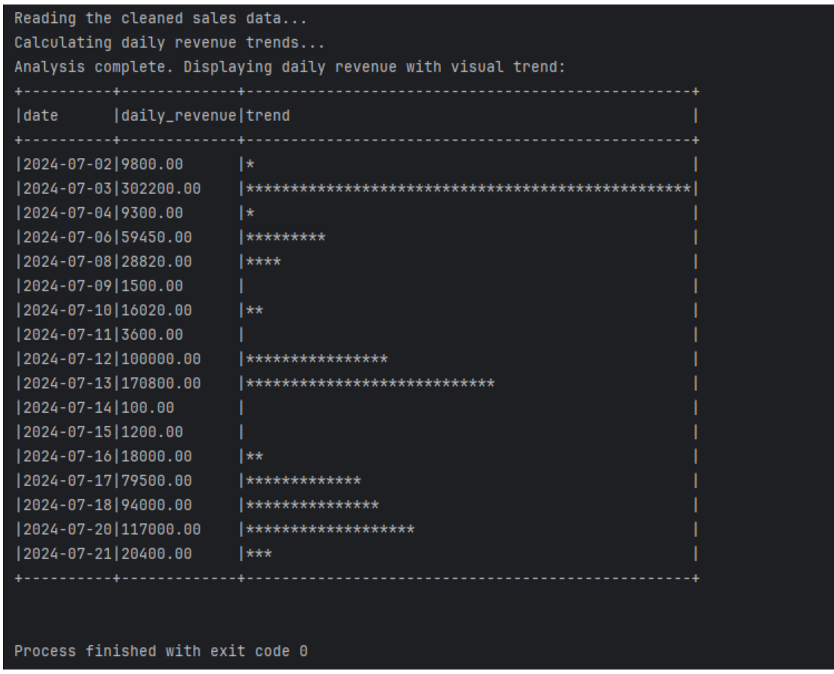
(b) Task B6: Top 5 Customers by Purchase Amount



```
Reading the cleaned sales data...
Finding the most popular payment mode by region...
Analysis complete. Displaying top two popular payment modes per region:
+------+------------+-----------+----+
|region|payment_mode|usage_count|rank|
+------+------------+-----------+----+
|  East|  Debit Card|          5|   1|
|  East|        Cash|          4|   2|
|  East|         UPI|          3|   3|
| North| Credit Card|          5|   1|
| North|         UPI|          4|   2|
| North|        Cash|          4|   3|
| South|        Cash|          5|   1|
| South| Credit Card|          5|   2|
| South|  Debit Card|          4|   3|
|  West|  Debit Card|          3|   1|
|  West|        Cash|          1|   2|
|  West| Credit Card|          1|   3|
+------+------------+-----------+----+


Process finished with exit code 0
```

(a) Task B7: Payment Mode Popularity by Region



```
Reading the cleaned sales data...
Calculating daily revenue trends...
Analysis complete. Displaying daily revenue with visual trend:
+----------+-------------+--------------------------------------------------+
|date      |daily_revenue|trend                                             |
+----------+-------------+--------------------------------------------------+
|2024-07-02|9800.00      |*                                                 |
|2024-07-03|302200.00    |**************************************************|
|2024-07-04|9300.00      |*                                                 |
|2024-07-06|59450.00     |*********                                         |
|2024-07-08|28820.00     |****                                              |
|2024-07-09|1500.00      |                                                  |
|2024-07-10|16020.00     |**                                                |
|2024-07-11|3600.00      |                                                  |
|2024-07-12|100000.00    |****************                                  |
|2024-07-13|170800.00    |****************************                      |
|2024-07-14|100.00       |                                                  |
|2024-07-15|1200.00      |                                                  |
|2024-07-16|18000.00     |**                                                |
|2024-07-17|79500.00     |*************                                     |
|2024-07-18|94000.00     |***************                                   |
|2024-07-20|117000.00    |*******************                               |
|2024-07-21|20400.00     |***                                               |
+----------+-------------+--------------------------------------------------+


Process finished with exit code 0
```

(b) Task B8: Daily Revenue Trends