

# Business Insights Report

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## 1. Distribution by Region of Customers

The distribution of customers analysis is quite revealing since it shows South America as the top region, having almost 60 customers. Europe, North America, and Asia are in the same bracket at around 40–50 customers. This makes South America the core revenue source region, hence an area of priority for good marketing and operational support. There is room for growth in Europe, North America, and Asia through targeted marketing strategies. For instance, regional promotions and partnerships with local influencers can help capture a larger audience in underperforming regions. Tailoring offerings to suit regional preferences will also play a crucial role in driving customer acquisition.

## 2. Top 10 Most Sold Products

The bar chart of the best-selling products indicates that the ActiveWear Smartwatch and SoundWave Headphones take the lead by selling more than 90 units each. HomeSense Desk Lamp, ActiveWear Rug, and SoundWave Cookbook are some of the best-selling products, which vary across different categories. This clearly shows that consumers are attracted to both technology and lifestyle products. To take advantage of this, companies should concentrate on keeping inventory for these products and bundle complementary items. For example, a package deal with the ActiveWear Smartwatch and ActiveWear Rug can be sold to increase sales. Seasonal promotion of high-demand products will sustain interest. Customer reviews will also be used to market the products further and will probably increase visibility and sales.

## 3. Revenue by Product Category

Books are the highest-generating category, followed by Electronics, Clothing, and Home Decor. Books alone generate around \$200,000 in revenue, which shows their continued popularity. To maintain this performance, companies should identify best-selling titles and come up with limited editions or signed copies for premium pricing. Electronics, being a close second, offer considerable scope for growth by introducing newer models or innovative gadgets. Meanwhile, Clothing and Home Decor generate significant revenue but have untapped potential. Introducing exclusive designs or personalized options could help capture a broader audience in these categories. Diversifying product categories while reinforcing the strengths of Books and Electronics could drive overall growth.

## 4. Customer Signup Trends

The number of customer sign-ups varied over the last two years, experiencing periodic spikes within certain months possibly related to holidays or special promotions. For instance, there were more significant increases in mid-2023 and late 2024. Nonetheless, there was a decline period, especially early 2023. This suggests that seasonal campaigns and promotions can work well but that engagement needs to be sustained over off-peak periods.

## 5. High Revenue Customers

Revenue in the top 10 customers includes, at its head, Paul Parsons, Bruce Rhodes, and Gerald Hines. The entire top 10 generated more than \$10,000 for this company. There is a significantly concentrated revenue generation. Loyalty programs or privileged benefits to those 10 customers may help ensure continuous business from the long-term profitability viewpoint of these customers as well as generate similar growth of other customers.