

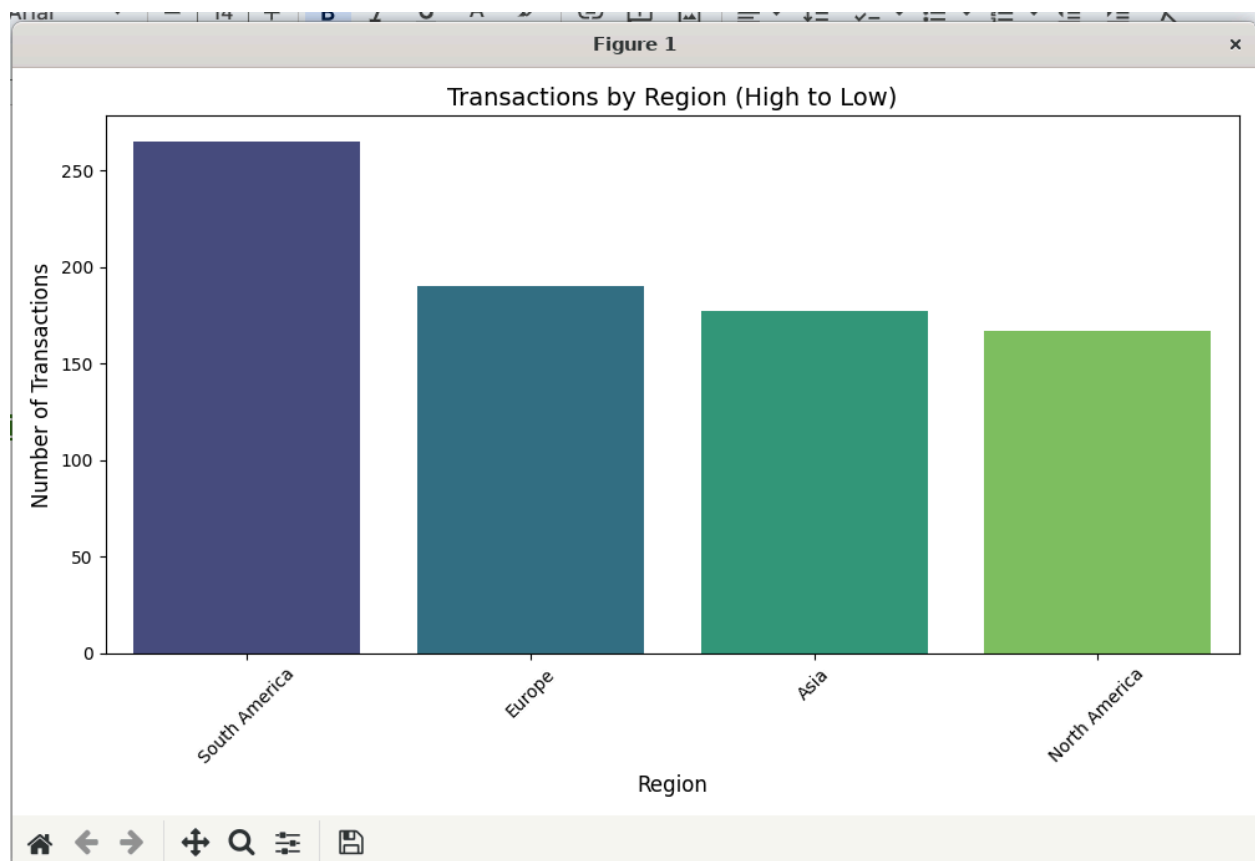
ZEOTAP DS ASSIGNMENT

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TASK-1

Business Insights:

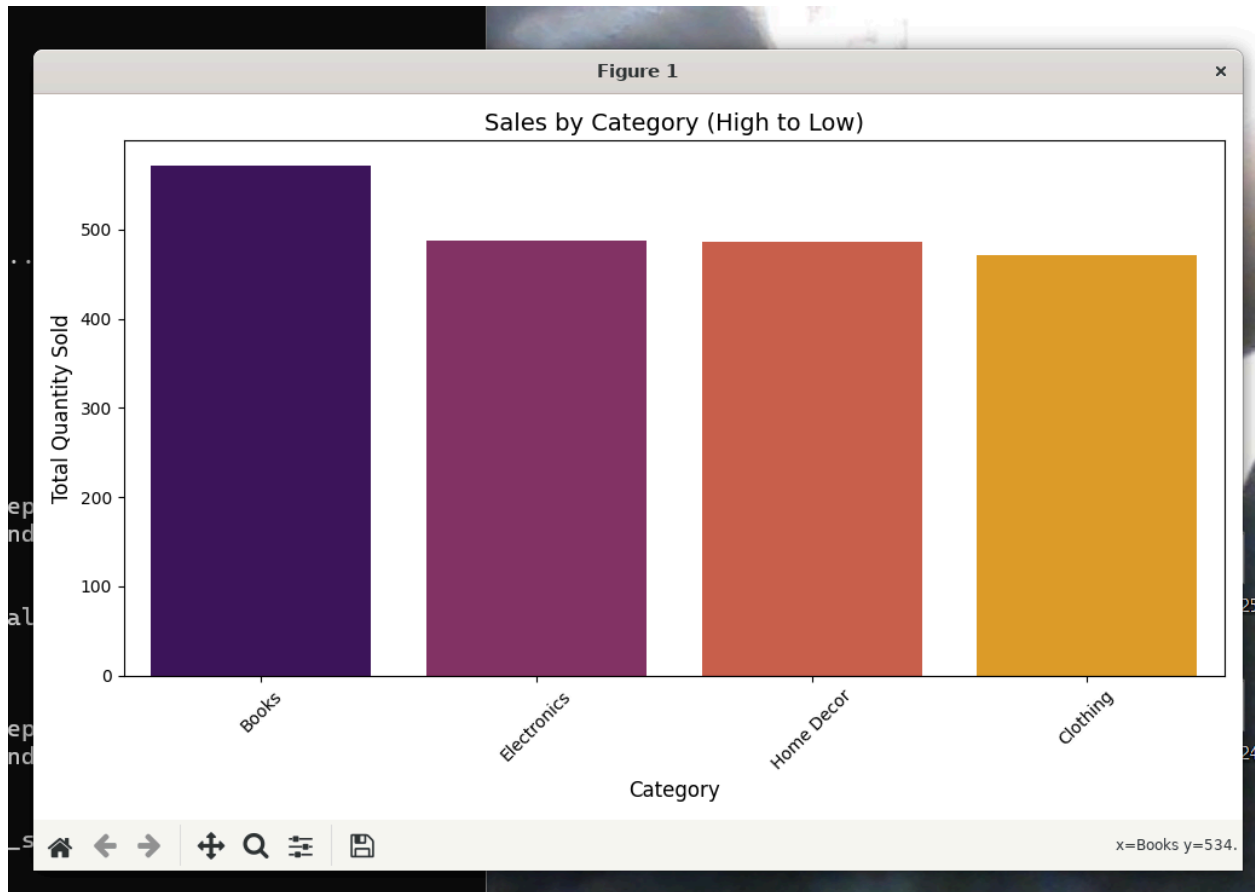
1) From the below plot, we can see that most of the transactions took place in South America, followed by Europe, Asia and North America. Since the aim is to analyze e-commerce business strategy, in South America and Europe we can increase the number of delivery boys to deliver the products due to the demand and even we can set the availability of the products in that area by discussing with the vendors. And in North America, we should be advertising our ecommerce website to reach more sections of the society or optimize the product offerings for regional preferences in NA to attract more people.



2) As per the below plot, we should be not only focussing on making available the more demanded products like ActiveWear Smartwatches , we should also be finding techniques like including offers for the less demanded products like SoundWave T Shirt to successfully sale the products.

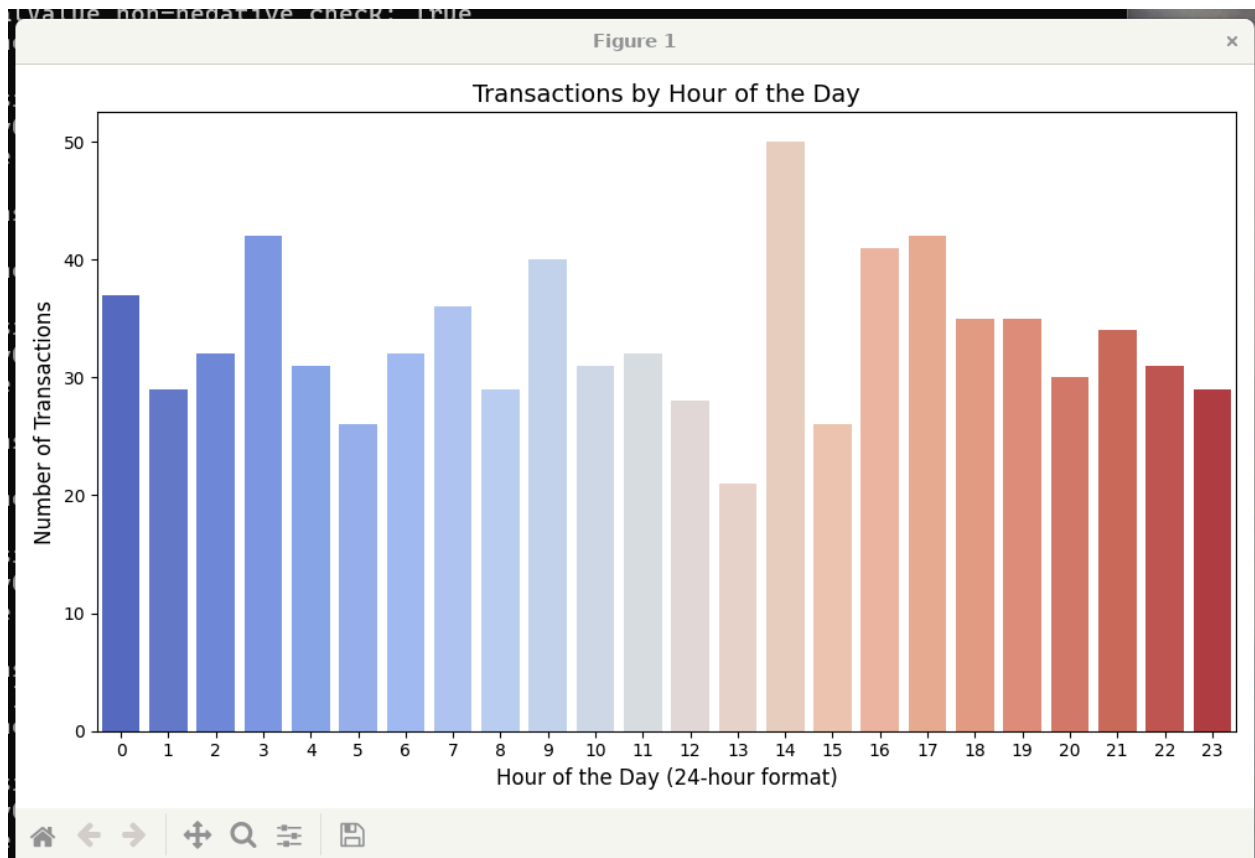


3) As per the below plot, we should be getting more products under the Books category and try to get more vendors and get more books to online availability. We should come up with attracting offers to attract more people.



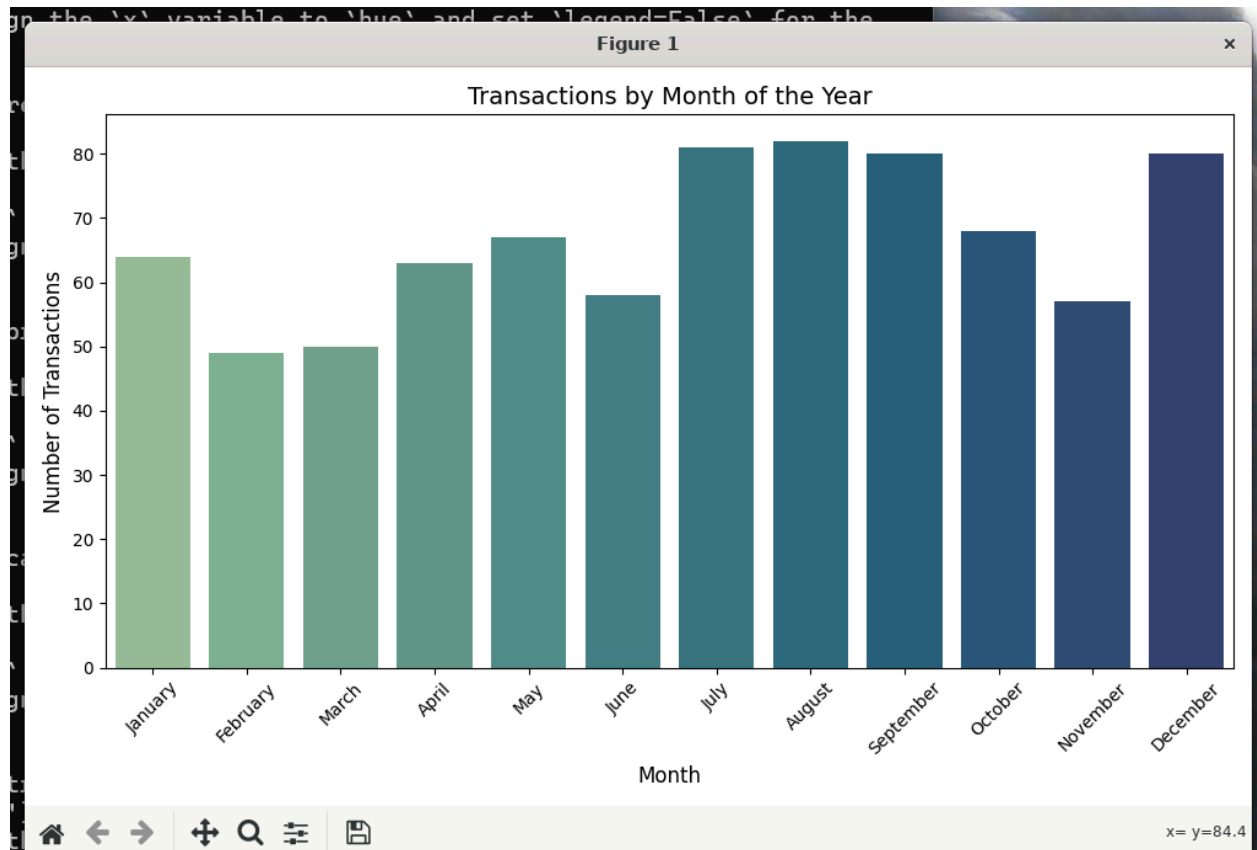
4) Based on the transaction times recorded that are in the afternoon around 2 o' clock, evening 6 o'clock etc - we should make this time as a special time to avoid maintenance issues of the website at this time(server down

issues) and try to make the product availability to almost 100%.



5) We can bring exciting offers(like flash sale offers) in the months of July, August, September and December and avoid product unavailability issues

to attract customers.



6) We can assign reward points for the customers who most use the website and based on the increase in the reward points/rating , we can include excellent offers so that they continuously come back to us to

maintain reward points and shop at our website.

