





DATA LAMP SOLUTIONS

# Result Interpretation

- **Maksab Data Exploration**



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# Introduction

## About the Maksab Dataset:

The dataset includes information on agent visits to retailers, such as visit counts, sales orders, order prices, and retailer segments. It helps evaluate agent efficiency and sales performance across regions.

## Purpose of the Analysis:

To identify key patterns in visits and sales activity, assess agent performance, and segment agents based on revenue and order success.



- Determine visit-to-order success rate.
- Explore the impact of retailer segment types.
- Analyze revenue generation by agents.



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## Objective About Data

- **What are we trying to achieve?**

1. Measure number of visits per agent.
2. Calculate unique retailers visited per agent.
3. Determine visit-to-order success rate.
4. Explore the impact of retailer segment types.
5. Analyze revenue generation by agents.





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## Goal & Target

- Identify **top-performing agents** based on:
  1. Number of visits
  2. Unique retailer interactions
  3. Total revenue generated
- Understand **sales conversion** per visit.
- **Segment agents** into revenue performance groups (Low, Medium, High).





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# Data Preparation

- Cleaned and parsed data from .csv.
- Converted `order_price` to numeric format.
- Created calculated metrics:
- Unique visit ratio
- Revenue segmentation using quantiles
- Aggregated data using `groupby` and pivot tables.





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# EDA & Visualizations

## Agent Performance Clustering



### Meta Data:

The scatter plot shows how agents perform based on orders and revenue. Each agent is color-coded by revenue group (Low, Medium, High). It helps identify which agents are most efficient and which ones need improvement.

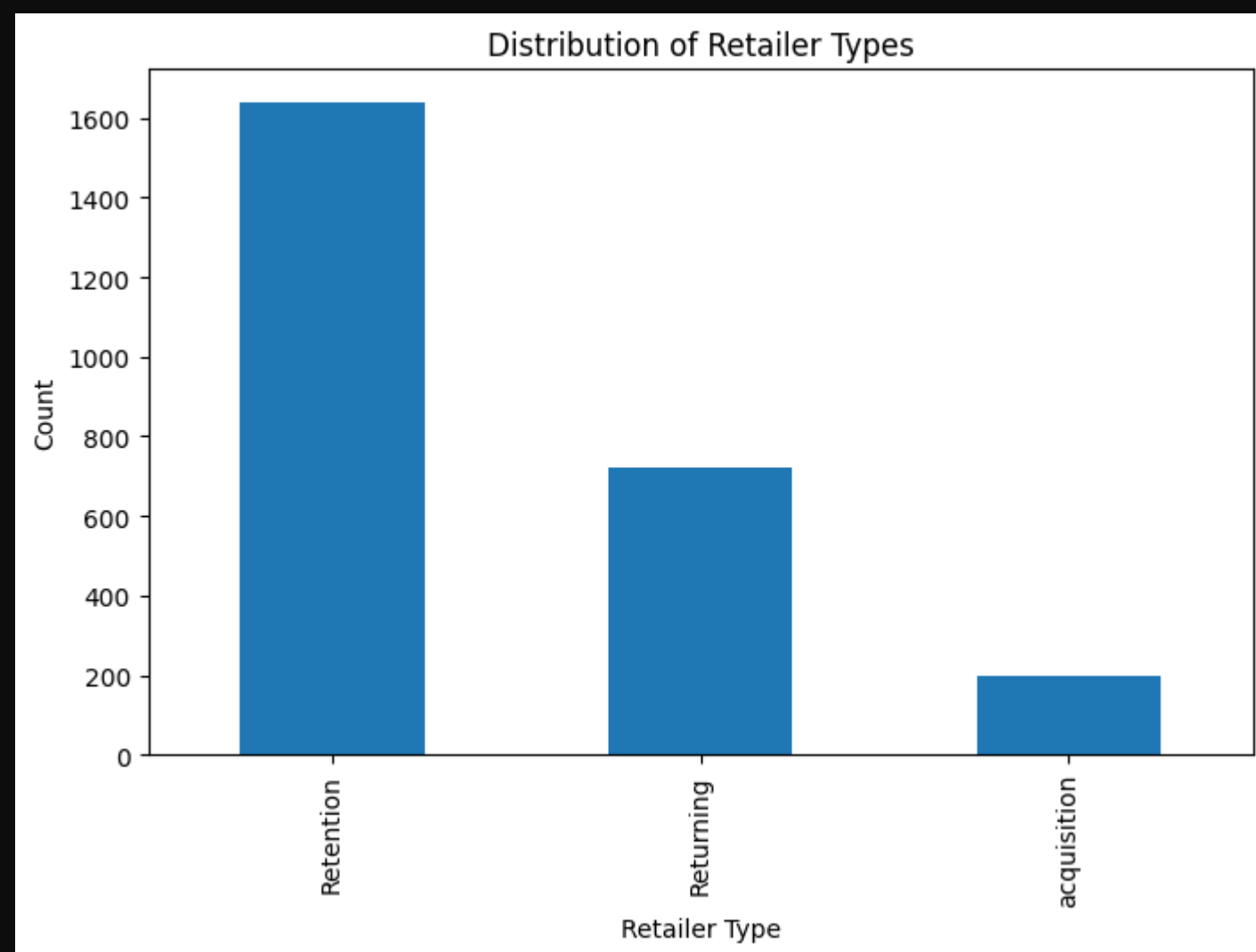




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# EDA & Visualizations

## Distribution of Retailer Types



### Meta Data:

This bar chart displays the distribution of different retailer types in the dataset. It highlights which retailer categories agents visit most often, helping to understand where field efforts are concentrate.







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## Business insights:

### 1. Agent Performance

1. Top agent: **129 visits → \$223K revenue**
2. Conversion rates vary (**84.5%–100%**)

### 2. Customer Focus

1. **70% sales from retained customers**
2. Weak new customer acquisition

### 3. Revenue Growth Levers

Bulk orders (**up to 60 items**) drive high revenue

### 4. Channel Optimization

**Retailer channel outperforms telesales**

### 5. Data Quality

Missing segments (#REF!) & timing errors (#ERROR!)



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## Conclusion

- Agents vary widely in visit frequency and success rate.
- Some agents visit many retailers but generate fewer orders.
- Segment-based performance shows clear differences.
- Revenue groupings help identify top performers.





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THANK YOU

