

Business Insights Report

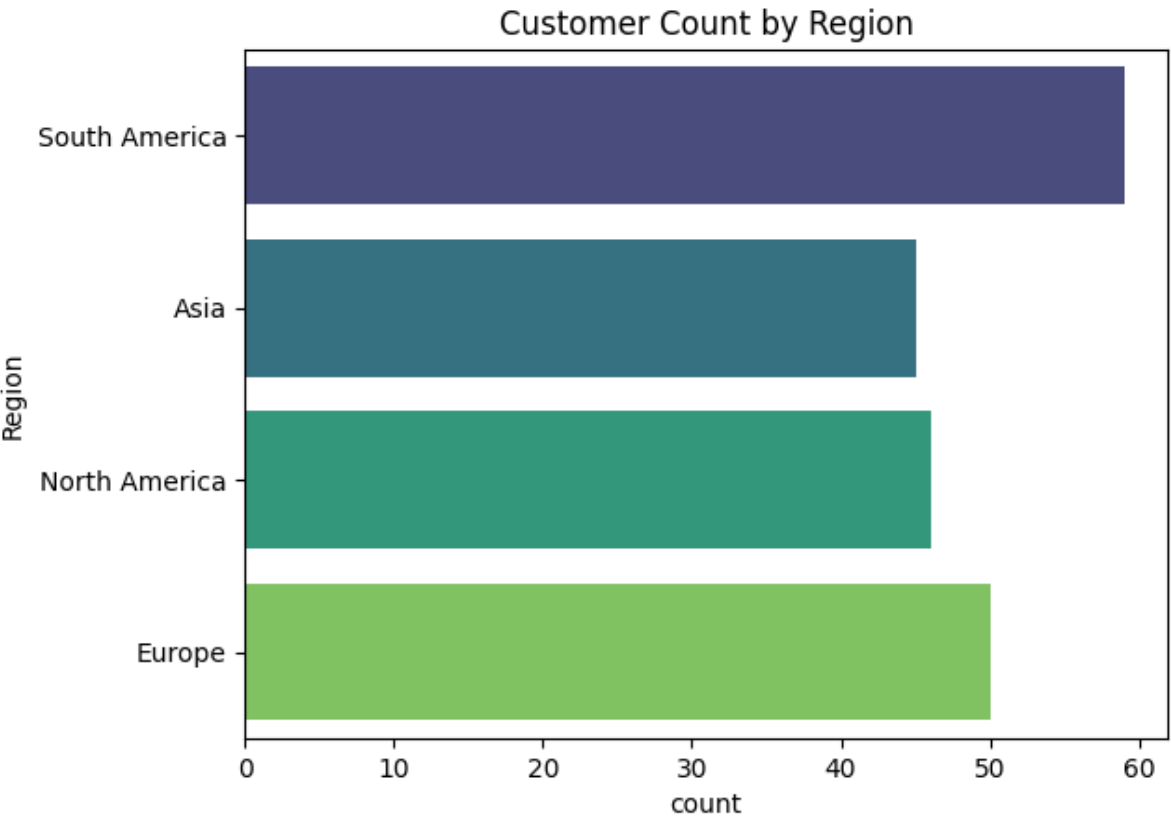
Date: 27-01-2024

Company Name: Zeotap

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1. Regional Distribution

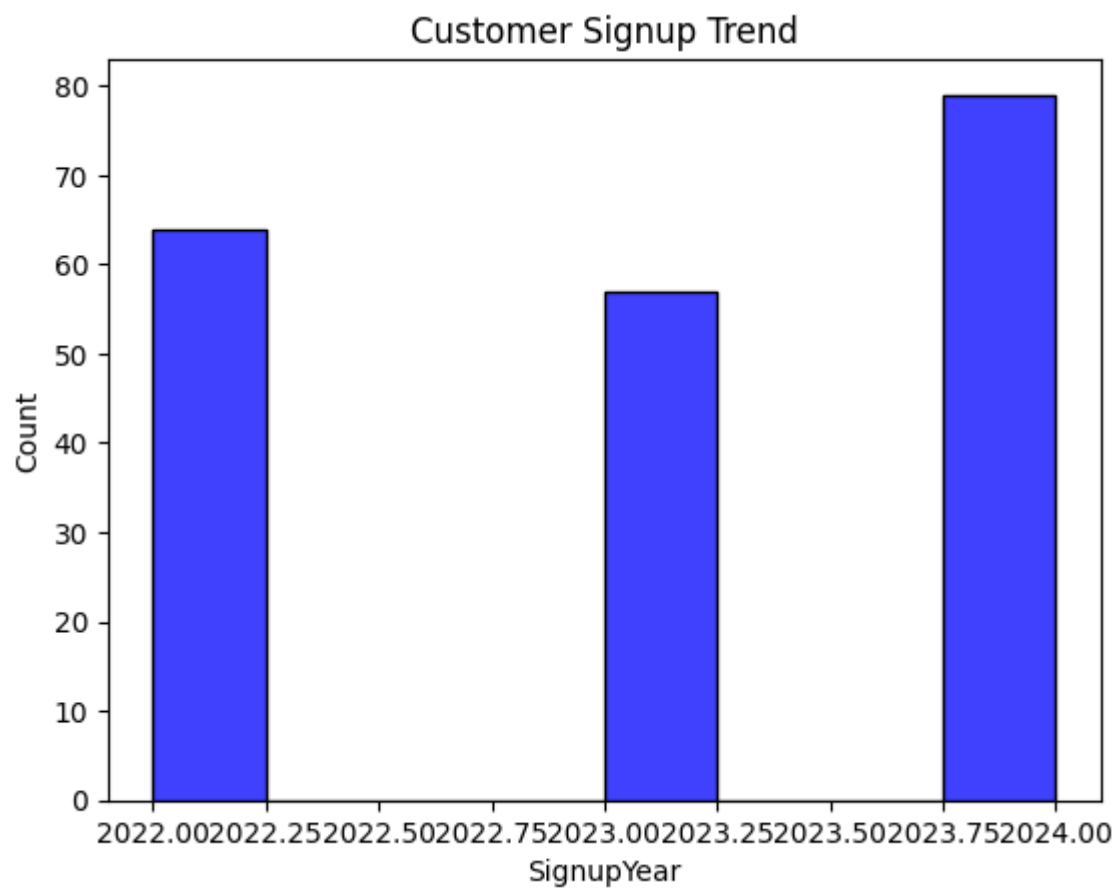
- **Key Insight:**
 - **South America** is the dominant region with the majority of customers, suggesting it should be a **priority market** for future growth.
 - The **Asian region**, with fewer customers, represents **untapped potential** for expansion.
- **Chart/Screenshot Placeholder:**



2. Signup Trends

- **Key Insight:**
 - There was a **significant increase** in customer signups during certain years, indicating **successful marketing campaigns** or **product launches**.
 - Peaks in customer acquisition during specific months suggest **seasonality in marketing effectiveness**, indicating a need for seasonal strategies.

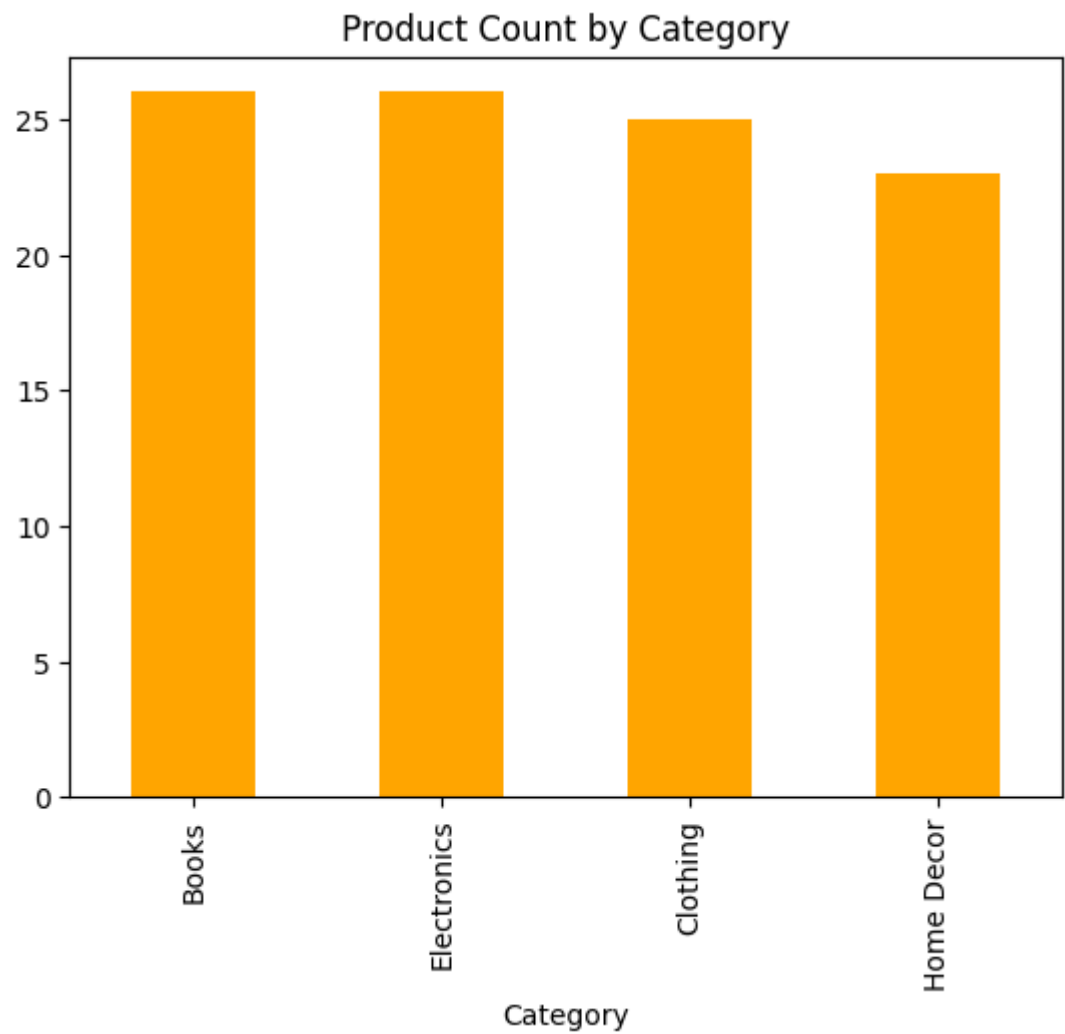
- **Chart/Screenshot Placeholder:**



3. Category Distribution

- **Key Insight:**
 - **Books and electronics** dominate the product catalog, indicating these are the **primary focus areas** for the company.
 - Categories like **home decor**, with fewer products, could represent **potential areas for expansion**.

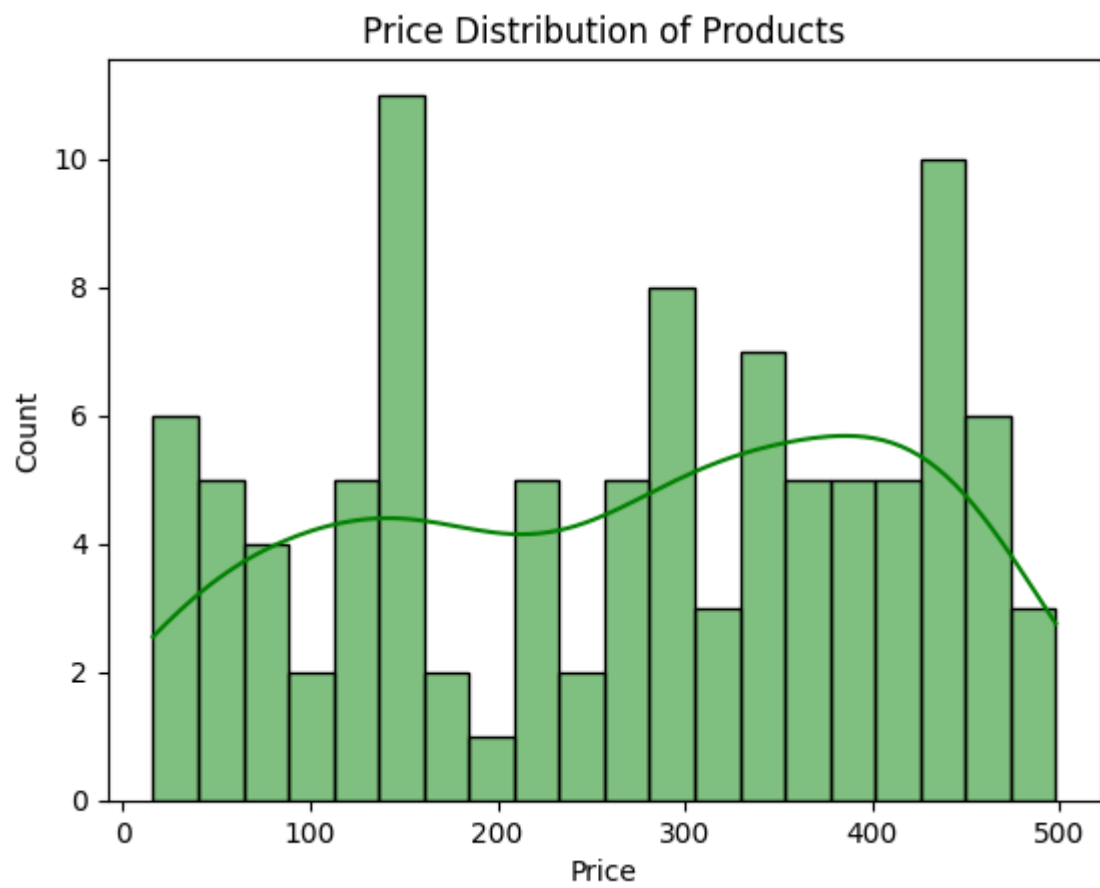
- **Chart/Screenshot Placeholder:**



4. Price Distribution

- **Key Insight:**
 - **High-priced products** contribute less in volume but **significantly impact revenue** per sale. For instance, products priced around **\$140** have a substantial effect on overall revenue.

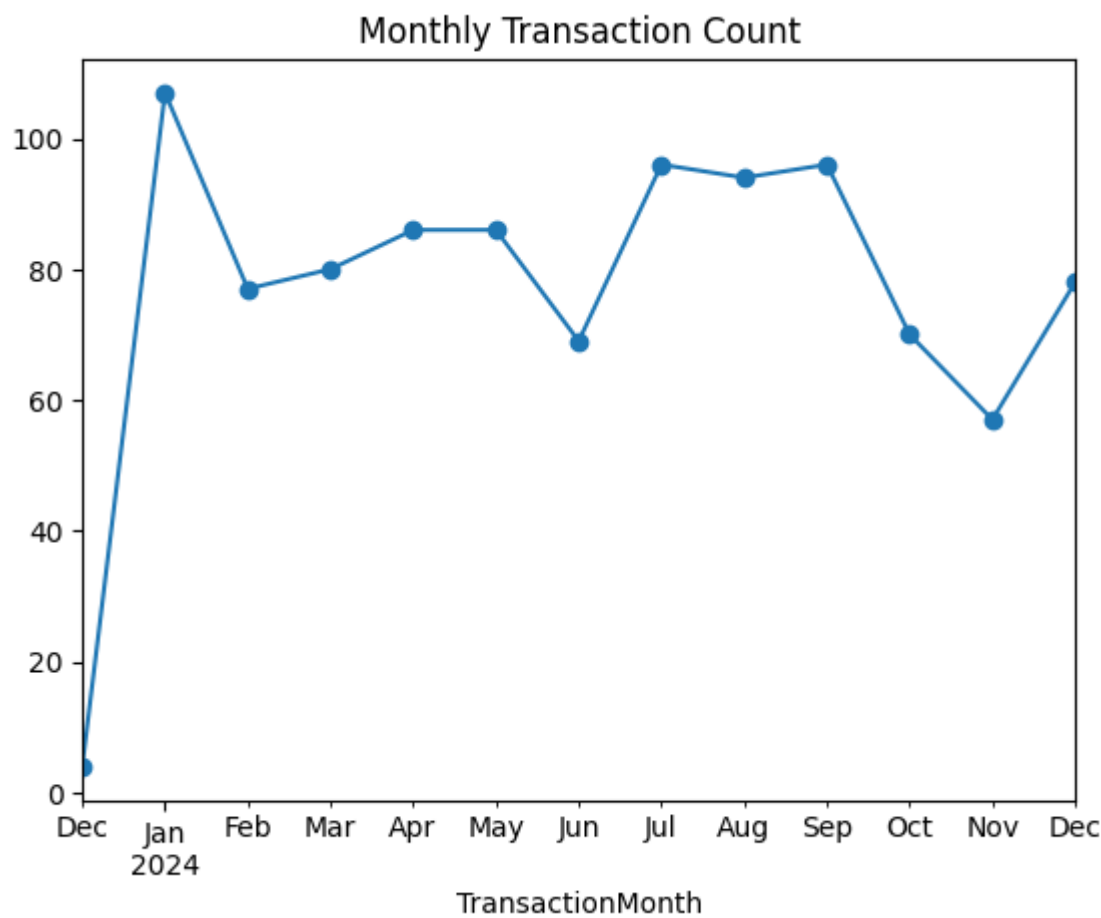
- **Photo Placeholder:**



5. Transaction Trends

- **Key Insight:**
 - **Transaction frequency** peaks during specific months, such as **December and January**, and dips in **June**. This suggests that transaction activity is **highest during holiday or sales periods**, while the decline in other months presents **opportunities for promotions** or new offerings to boost sales.

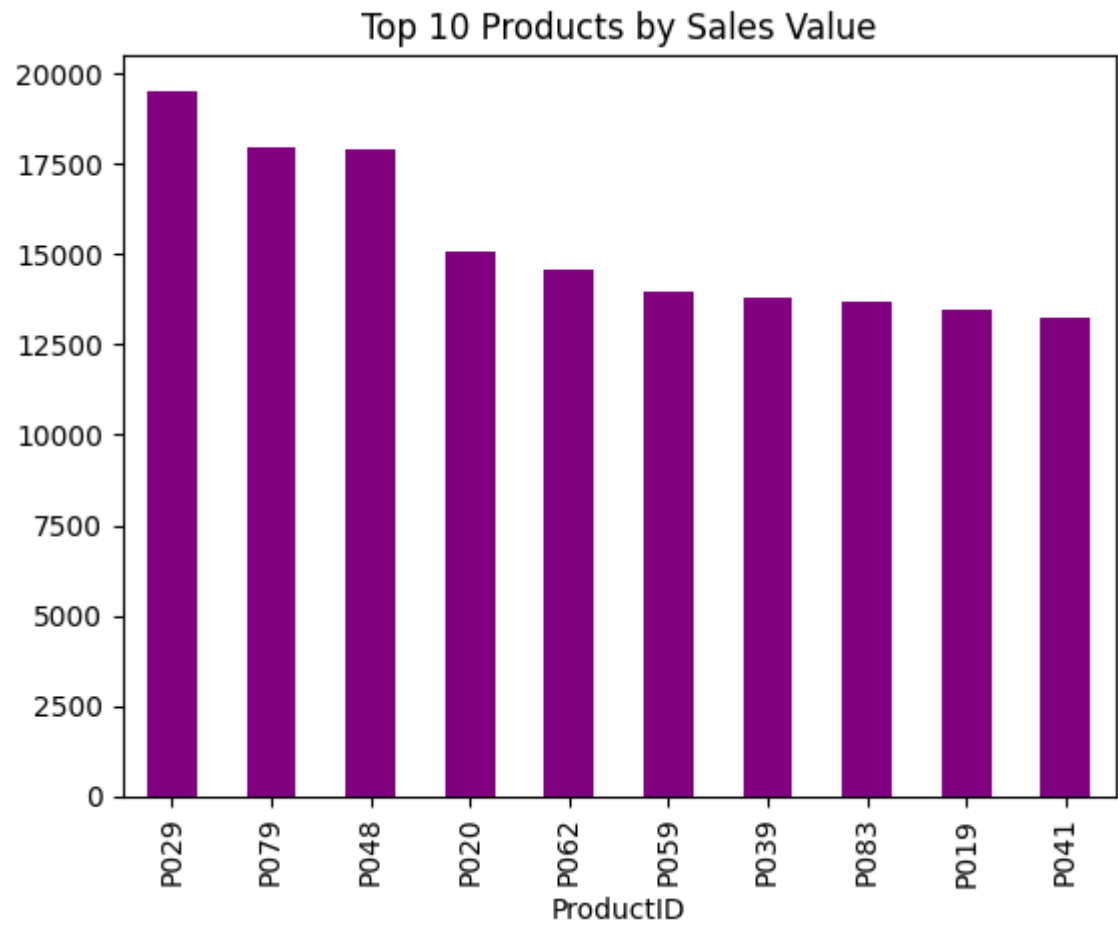
- **Chart/Screenshot Placeholder:**



6. Top Products

- **Key Insight:**
 - A few products, such as **P029, P079, and P048**, account for a **significant portion of total sales**. These **high-performing products** should be prioritized for **inventory management** or **targeted marketing efforts**.

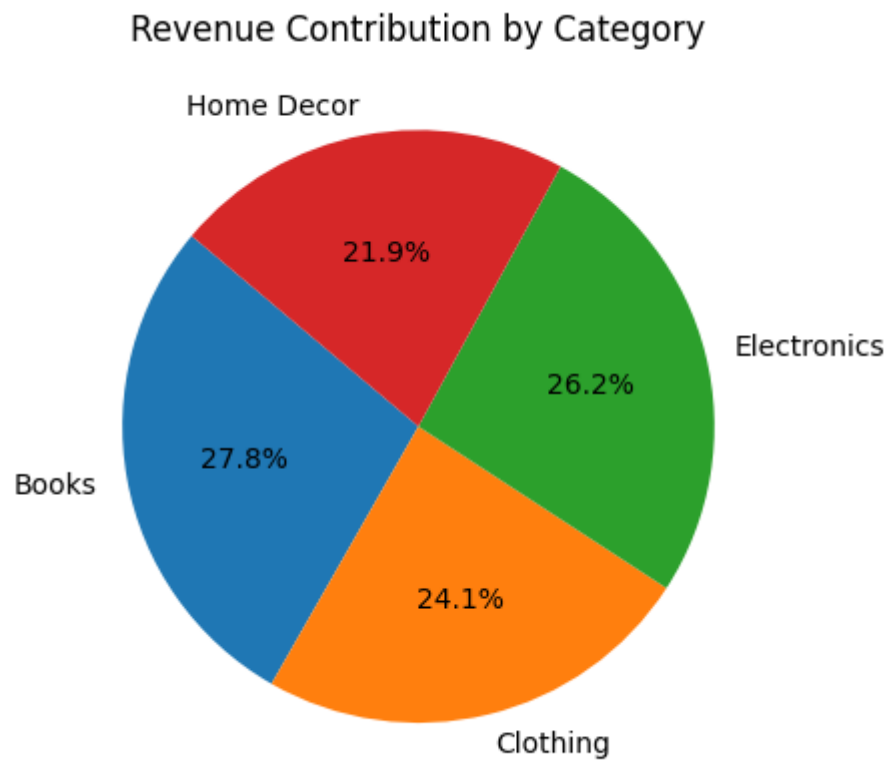
- **Chart/Screenshot Placeholder:**



7. Revenue Contribution by Region

- **Key Insight:**
 - Regions with **high sales**, such as **Books** (contributing 27.8%), should be leveraged for **tailored campaigns**.
 - Underperforming regions like **Home Decor** (with a 21.9% contribution) could benefit from **localized strategies** to improve performance.

- **Chart/Screenshot Placeholder:**



Conclusion and Actionable Insights:

- **Prioritize** marketing and product focus in **South America** and **Books/Electronics** categories.
- Expand into **Asian markets** and **Home Decor** to tap into untapped growth opportunities.
- **Seasonal strategies** for marketing campaigns can capitalize on peak months and address lower transaction periods.
- **High-performing products** should be the focus for both **inventory management** and **targeted marketing** to maximize revenue