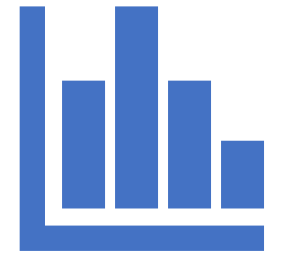


# PRODUCT 1 AND PRODUCT 2 DATA OVERVIEW



Made by Chandira Irina

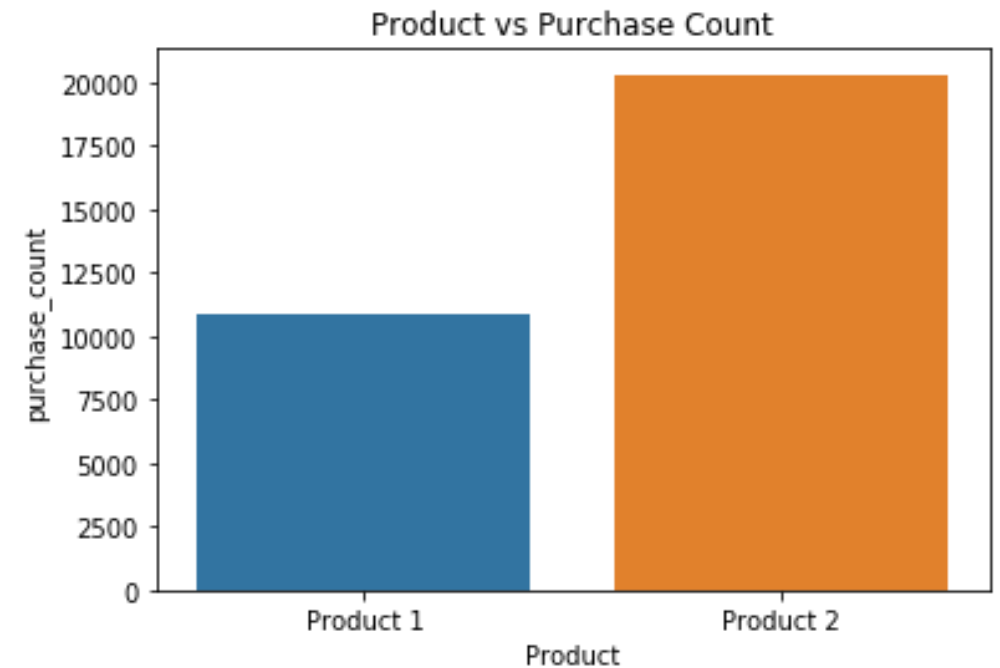
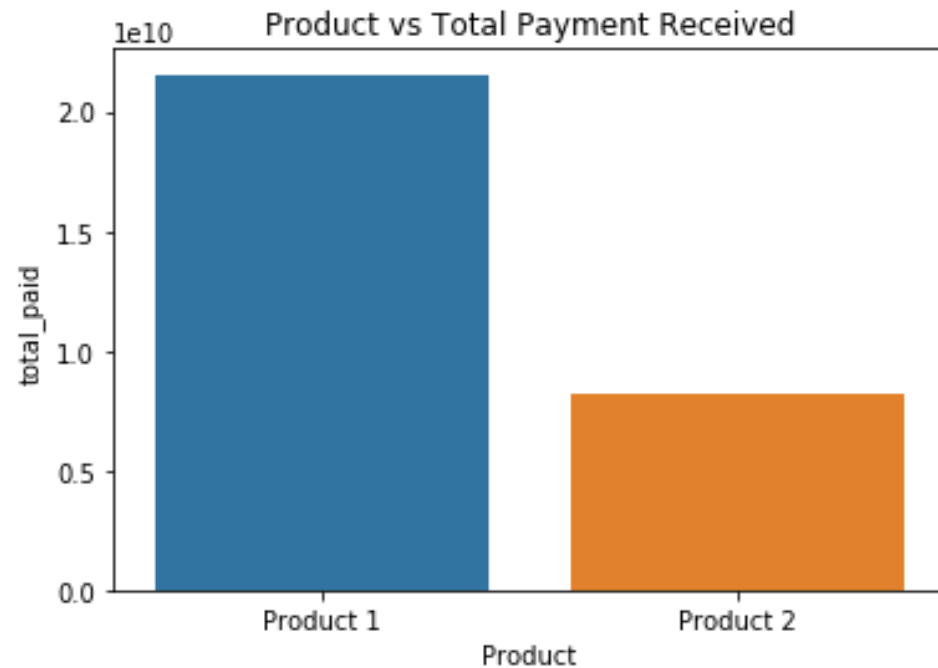
# OVERVIEW

**Product 2 outperforms product 1 significantly fast** since the first time product 2 was introduced into the market in January 2017.



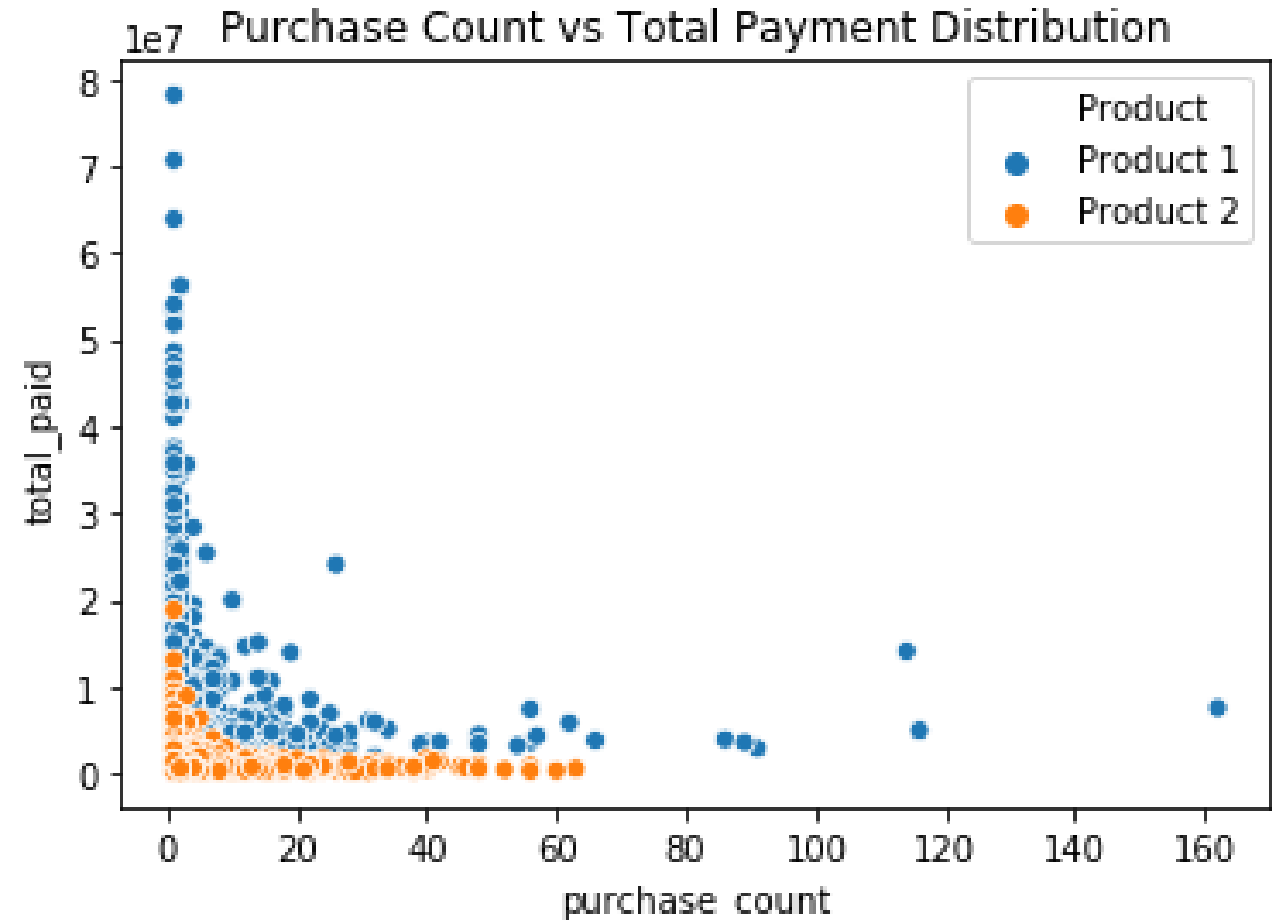
## DEEPER LOOK

Even though product 2 has more customers and purchase count, **the total payment received is far below product 1.**



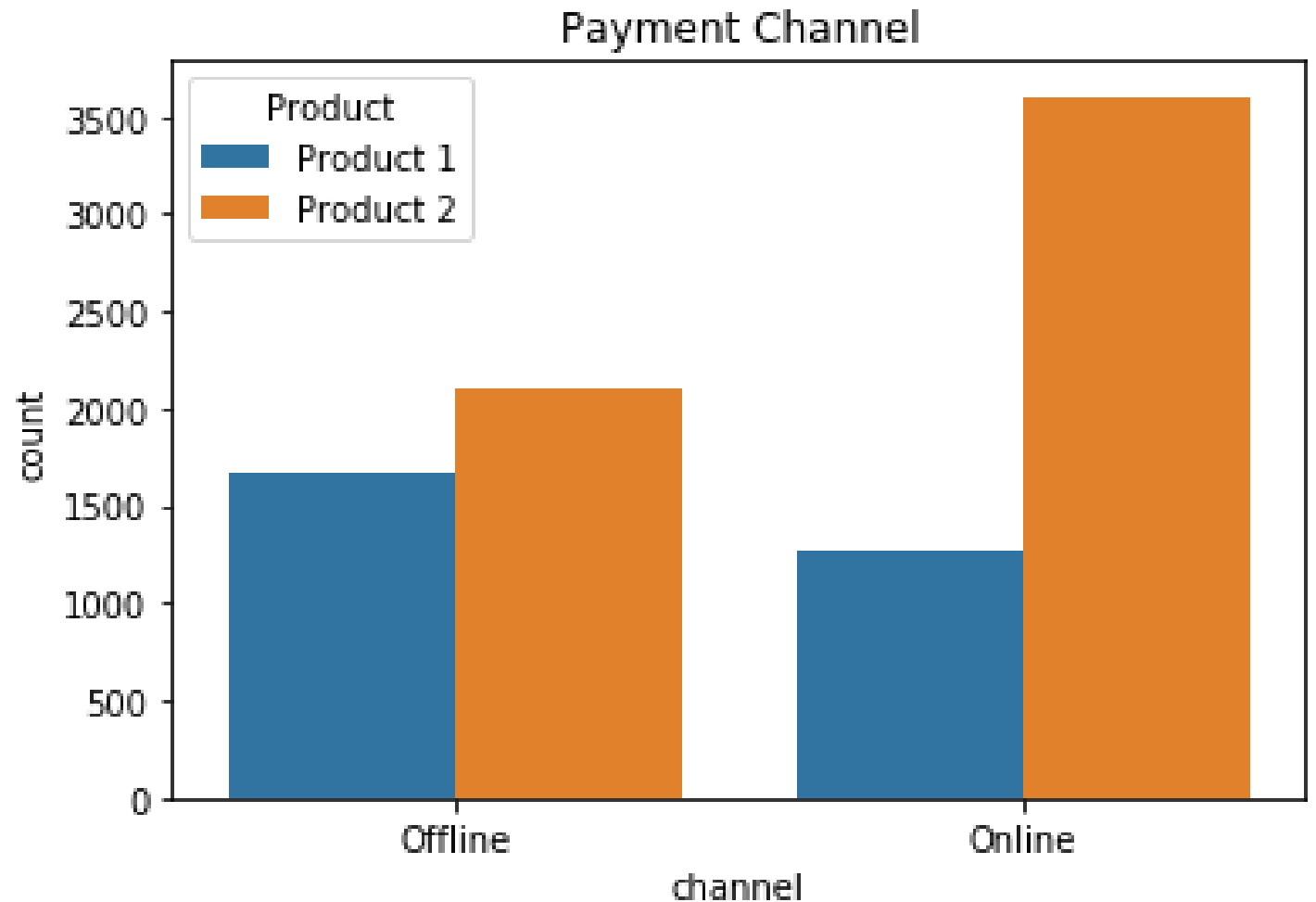
Higher total payment for less purchase count seems to be dominated by Product 1, while total payment for Product 2 is concentrated in the lower region.

This could mean that **product 2 could be underpriced.**

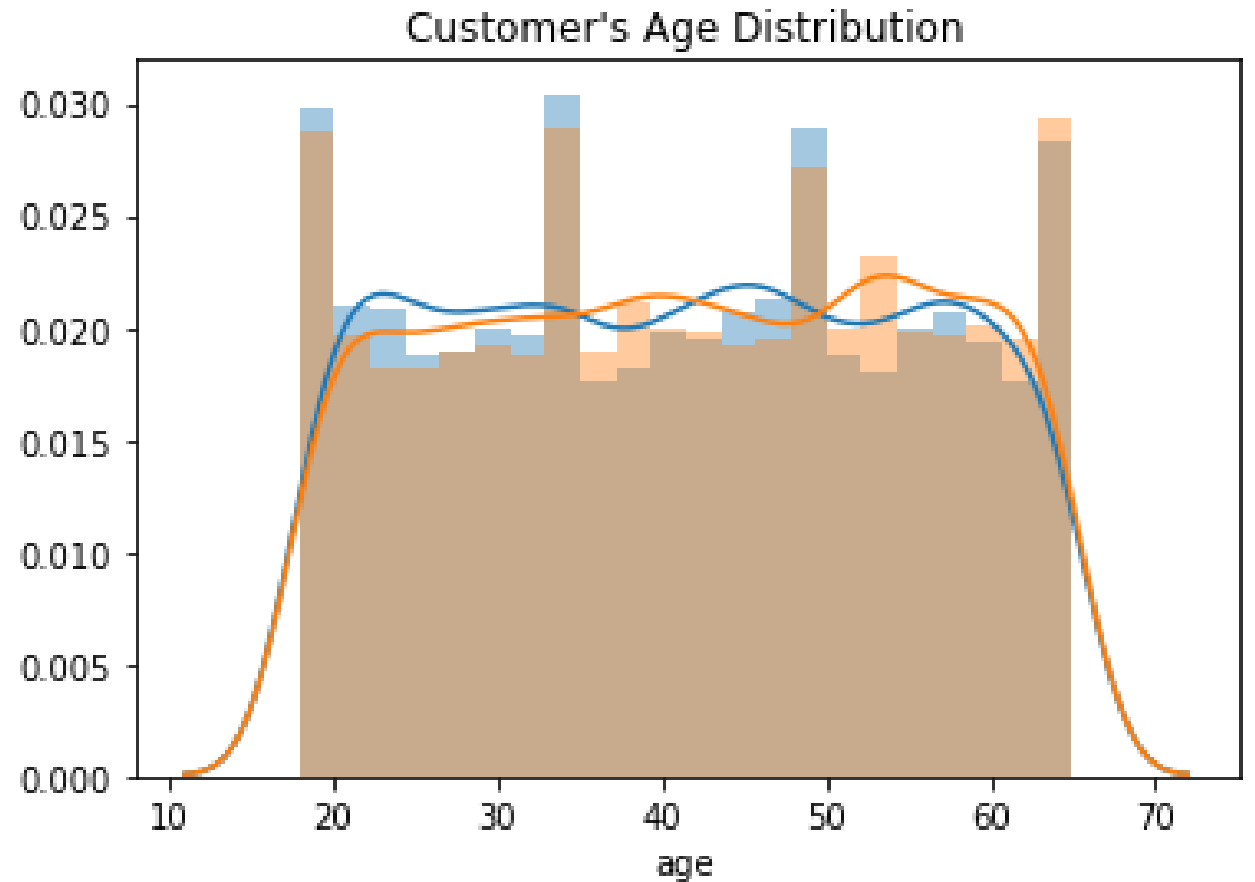


## OTHER FINDINGS

**Product 2 purchased more via online channel compared to offline channel, while product 1 is the other way around.**



The target market **distributed quite evenly** throughout the age range 18-65.



# Possible Action(s) to Take

1

Put more focus on  
**marketing for  
Product 1**

2

**Increase the fee  
for Product 2**  
subscription

3

Look further into  
the **online method**  
to **purchase**  
**Product 1**

4

Keep on  
**maintaining the**  
**easeness of using**  
**offline method**