

My answers-

1. which is the most profitable product? By calculating revenue generated by each product ($\text{UnitPrice} \times \text{Quantity}$) and determining the maximum, we can find which product is most in demand. Subsequently, the teams can focus on ensuring the quality of that product and the marketing team should conduct further analysis if the demand can be hiked even more. Furthermore, the marketing team should focus on products which aren't performing good in terms of selling so that they can be removed completely or improved in terms of quality or advertised more.
2. where is the demand best in terms of country? Analytics is specific to demographics. So it's important to determine which country is the hotbed for which product. With this analytics, operations teams can seek to improve operations at places where certain products aren't performing well.
3. which month got the best sales (and which got the worst) ? Understanding the specifics in terms of time is very important, it is likely a certain product was sold more because of the festive season or any other specific occasion was responsible for a sales hike during a particular month. If this is true, teams should conduct analysis if the quantity in which they are producing products should be proportional to current demand or not, because the demand may decrease after the season is over and product might be wasted.
4. Time duration a customer takes before placing the order again? The CMO will be able to determine order frequency with the use of this analytics. They can create specific methods to ensure people who buy less frequently turn into regular customers. This may include conducting feedbacks from those customers or creating marketing strategies centric to them.
5. Analytics over customer demographics- even within the united kingdom- are these people belonging to different areas or is one area doing better than the others? The data doesn't provide specific cities but this can be taken from the city offices and I believe this analytics is important for both the operations and the marketing teams.
6. Analytics over customer diversity- though things like religion, ethnicity might be symmetric but this analytics can help the CEO in understanding if they lack in the kind of products needed by specific groups, for example muslim women may prefer head scarves which means head scarves are in demand. By this the CEO will be able to find products and demand and create operations to ensure if they can be added to present product base.
7. Which customers produce the most revenue for the company. This analysis will help in creating more customers within that group by things like targeted advertisement , increasing quality of products, etc
8. The CMO should further conduct analytics to ensure that their marketing strategies are working or

not. It is important that they target the right group of people and use company resources in a utilitarian way.

Task-1 COMPLETED