CASE STUDY FOR PAYPAL

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Initial Data Analysis:

The data from Vendor looks well diverse and it's a left-skewed distributon. Below are some analysis done in Python.

relationship_length

	relationship_length	site_visits
count	679.000000	679.000000
mean	8.930781	434.173785
std	8.966321	1506.907154
min	1.000000	0.000000
25%	2.000000	28.000000
50%	5.000000	97.000000
75%	13.000000	301.000000
max	30.000000	16551.000000
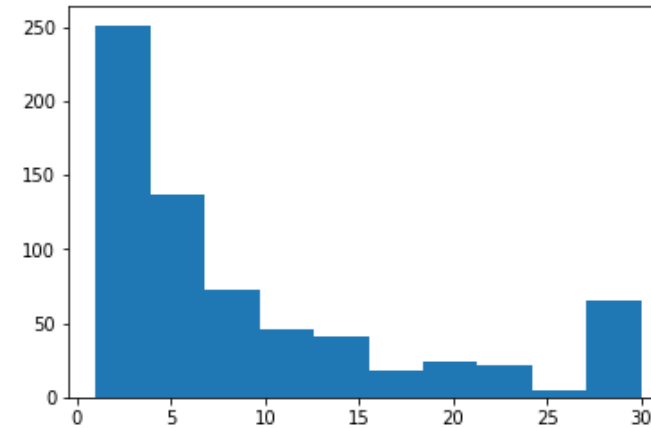
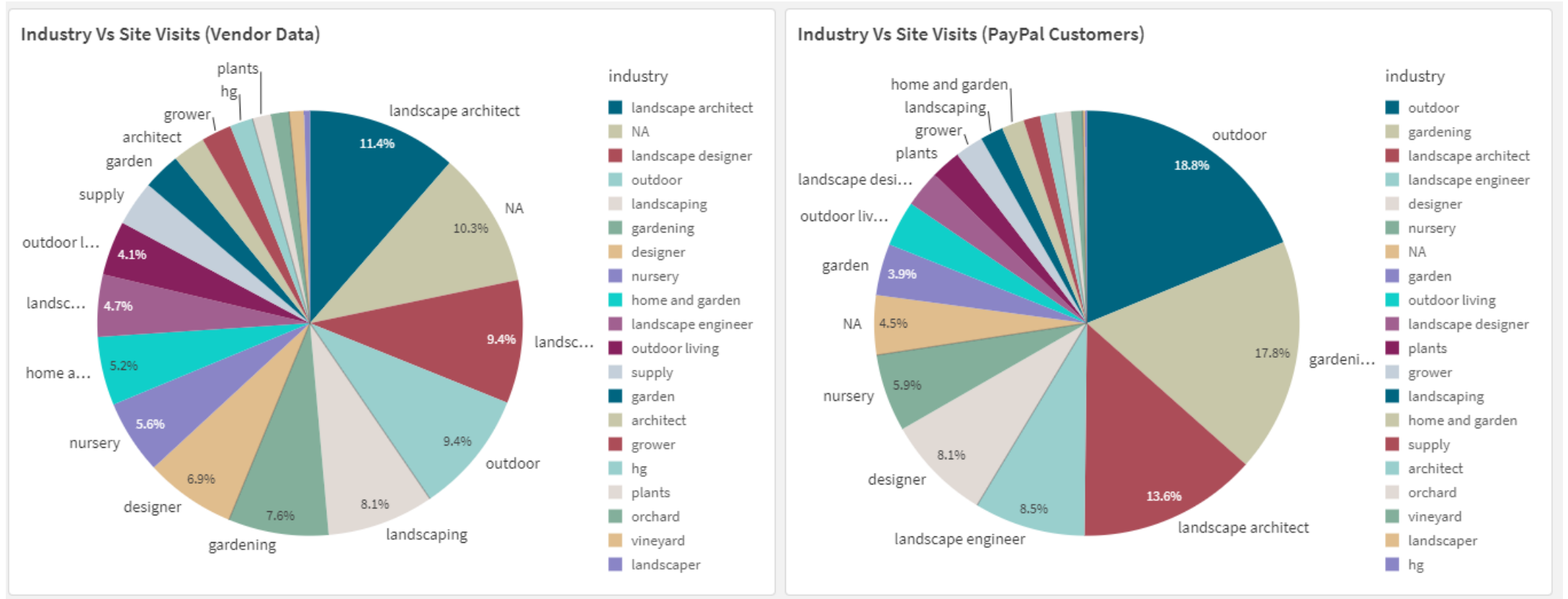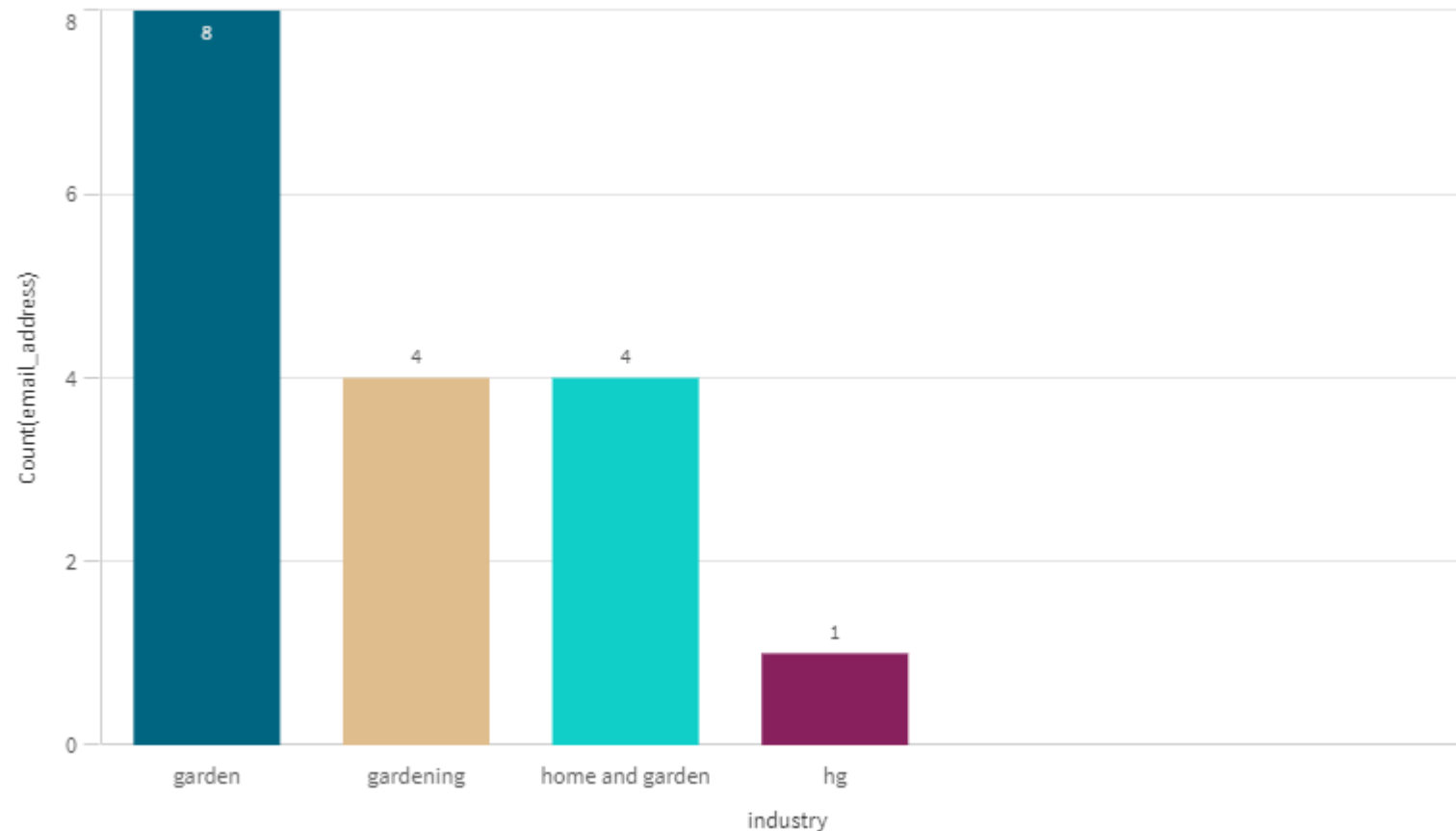### site_visits
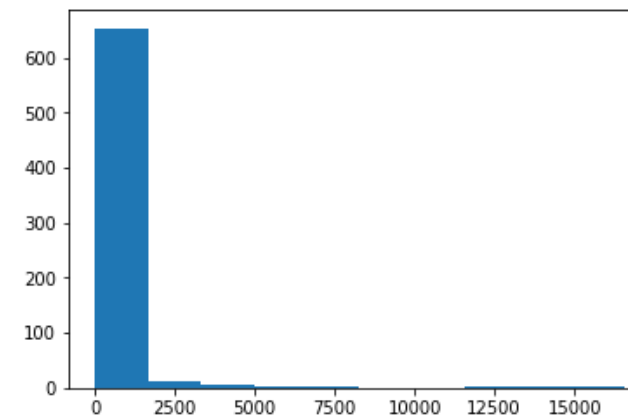
Descriptive Analysis using Qlik Sense: Vendor seem to have well diversified industries on their subscriber base. This shows that the vendor has a good reach in the market.
The second pie chart shows that PayPal customers from almost all industries are subscribed to this vendor.

Industry to deep dive – Home and Gardening: The deep dive analysis was made into 'home and garden', 'garden', gardening' and 'hg' industries only for PayPal customers (either with active send or receive). We have in total 17 customers with no.of.site visits more than 6.5K.

Considering the fact that this is only the sample subscribers data from vendor (2.26% of original data i.e. 680 out of 30K) the number of site visits for PayPal active customer for this vendor looks very good.

Customer with more than 10 years of relationship with Vendor: The no.of.site visits for customers having more than 10 years subscription with vendor is already 4.5K. If we scale it up for entire population of vendor data it could be that this vendor is one of the large sales contributor for PayPal business.

Q relationship_length	Site Visits (All Customers)
13 ✓	
15 ✓	**4.5k**
16 ✓	
30 ✓	

Customer with more 30+ years of relationship with Vendor: There are 3 customer who is having 30 years of relationship with this vendor and are considered to be having very strong potential to contribute to the sales. Again, if we only scale this customer base for population, this vendor is holding good medium business for us.

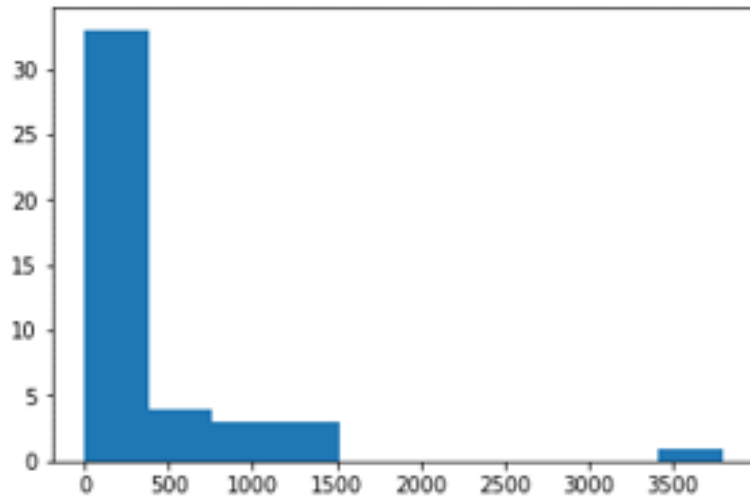| Q relationship_length	Site Visits (All Customers)
30 ✓	
1	**2.58k**
2	
3	
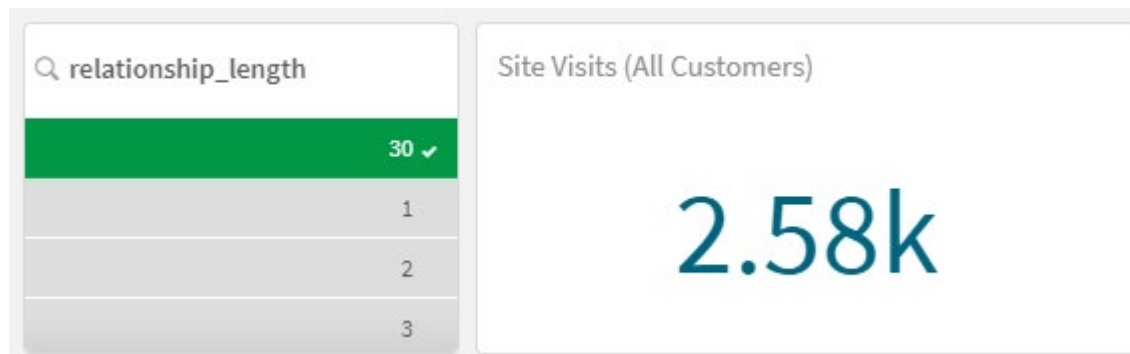
INFERENCE :

Looks like there is a lot of rationale exists for me to discuss this vendor proposal with my Boss and thus by generating a good sales lead for PayPal into Home & Garden vertical.

Appendix1: The analysis using Python pandas to understand the mean, median and IQR's for home and garden vertical in vendor data.
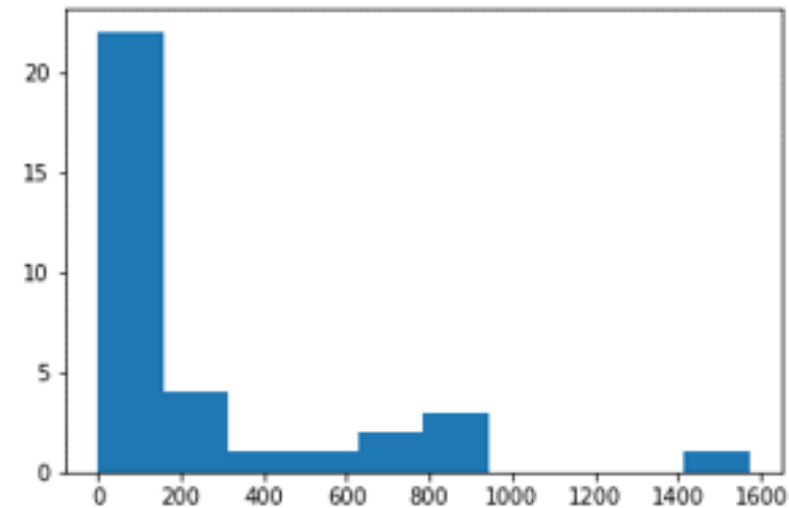
industry = 'home and garden'

	relationship_length	site_visits
count	44.000000	44.000000
mean	8.931818	349.431818
std	9.309654	665.733042
min	1.000000	0.000000
25%	2.000000	15.000000
50%	5.000000	71.500000
75%	12.250000	371.750000
max	30.000000	3789.000000

industry = 'garden'

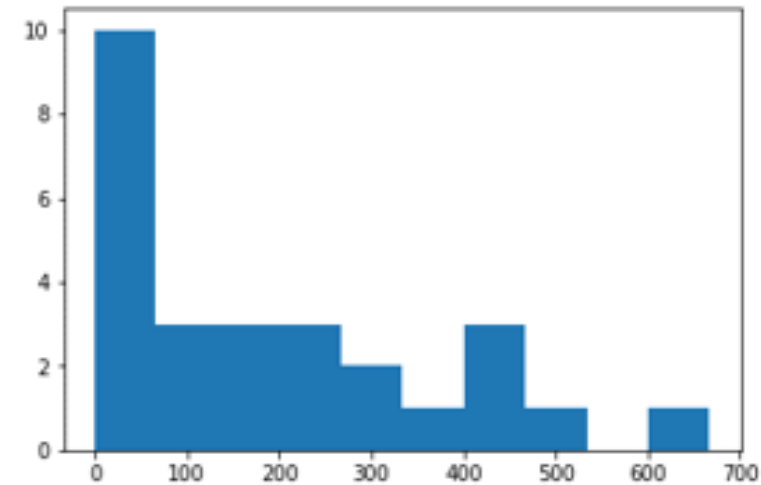|	relationship_length	site_visits
count	34.000000	34.000000
mean	6.735294	247.088235
std	7.123622	358.908646
min	1.000000	0.000000
25%	2.000000	17.500000
50%	3.000000	63.500000
75%	9.750000	307.500000
max	30.000000	1571.000000

Appendix2: The analysis using Python pandas to understand the mean, median and IQR's for home and garden vertical in vendor data.

industry = 'gardening'

	relationship_length	site_visits
count	31.000000	31.000000
mean	10.290323	724.580645
std	10.162656	2754.700271
min	1.000000	0.000000
25%	3.500000	40.000000
50%	6.000000	102.000000
75%	12.500000	265.000000
max	30.000000	15437.000000
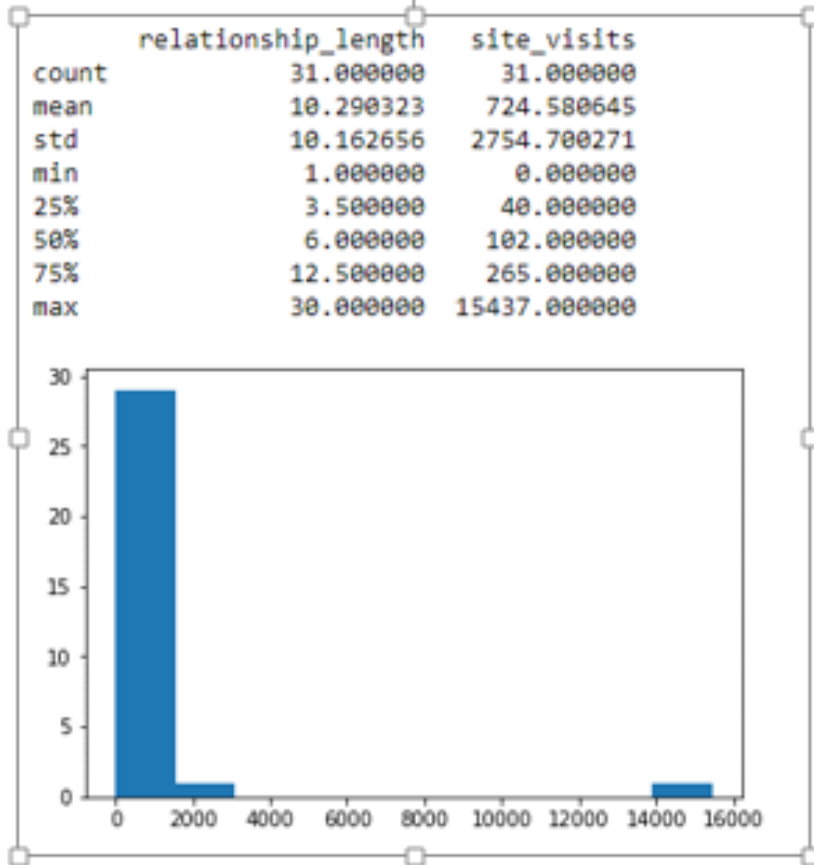
industry = 'hg'

	relationship_length	site_visits
count	27.000000	27.000000
mean	9.111111	191.037037
std	9.324630	185.698366
min	1.000000	0.000000
25%	2.000000	32.000000
50%	6.000000	167.000000
75%	11.500000	309.500000
max	30.000000	667.000000

THANK YOU!