Vital Insights on the Dataset

* Regarding awareness of the product and total purchased user, South region tops the chart holding approximately 40% of whole total in both these aspects.
* It is clearly evident that majority of the users for DailyRounds comes from South region and about 32% of the users from south region who are aware about the product but still haven’t purchased the product. So, I recommend DailyRounds management to focus on converting these users to customers.
* Though South region tops the chart in purchased users, it has 158 hospitals with video seminar purchase more than the virtual assessment. So, I recommend DailyRounds management to conduct a survey on video seminar purchased users in that region to find the reason behind the low virtual assessment purchase and to rectify the issue thereby improving the revenue.
* State wise the highest purchased users are coming from Maharashtra, Karnataka, Tamilnadu, Uttar Pradesh, Andhra Pradesh, Gujarat and West Bengal. So, I recommend DailyRounds management to focus on their monetization strategy for these states.
* Finally, I recommend the marketing team to focus on the states with lowest awareness of the product by initiating several marketing campaigns to increase their network of operations and maximize the revenue.

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| **Regions** | **Total Product Registration Free** | **Total Purchased Users** | **% of Converted Users** |
| South | 223440 | 152290 | 0.681569996 |
| West | 129485 | 100580 | 0.77676951 |
| East | 95215 | 70985 | 0.745523289 |
| North | 84090 | 61250 | 0.728386253 |