
High-Demand Product Analysis: SaaS Dataset Insights

Analyzing Sales, Profit, and Customer Trends
for Strategic Decision-Making



Business Context

SaaS company looking to optimize product portfolio and investment.

Key questions:

- Which products are driving revenue?
- Which products are most profitable?
- Where should the business focus growth efforts?

The dataset

Data includes **sales, quantity, discount, profit, and customer information.**

Focus on **sales, profit, and geographic data** for analysis.

Key features: Products, sales, profit margins, discounts, and customer segments.





Key Objectives

- Identify top-performing products based on **sales and profit.**
- Analyze demand from **key customers, segments, and industries.**
- Examine **geographic variations in demand.**
- Conduct **correlation analysis** to investigate relationships between sales, discounts, and profit margins.

Methodology

EDA

Examined distributions of key features: Sales, profit, quantity, discounts.

Identified outliers and correlations.

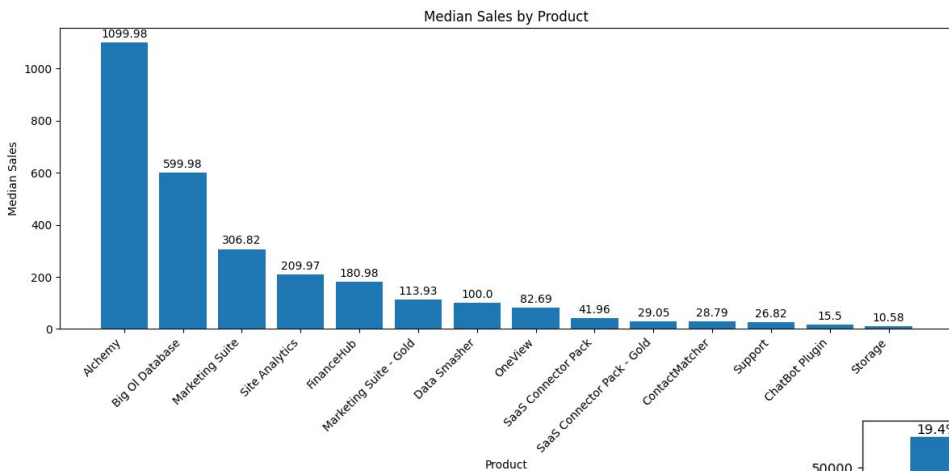
Visualizations

Used **heatmaps**, **bar charts**, and **scatter plots** to identify patterns and relationships.

Business Context

Focused on actionable insights that align with business goals (increasing profit and targeting key customer segments).

— Key Insights: Top Product (Sales and Profit)

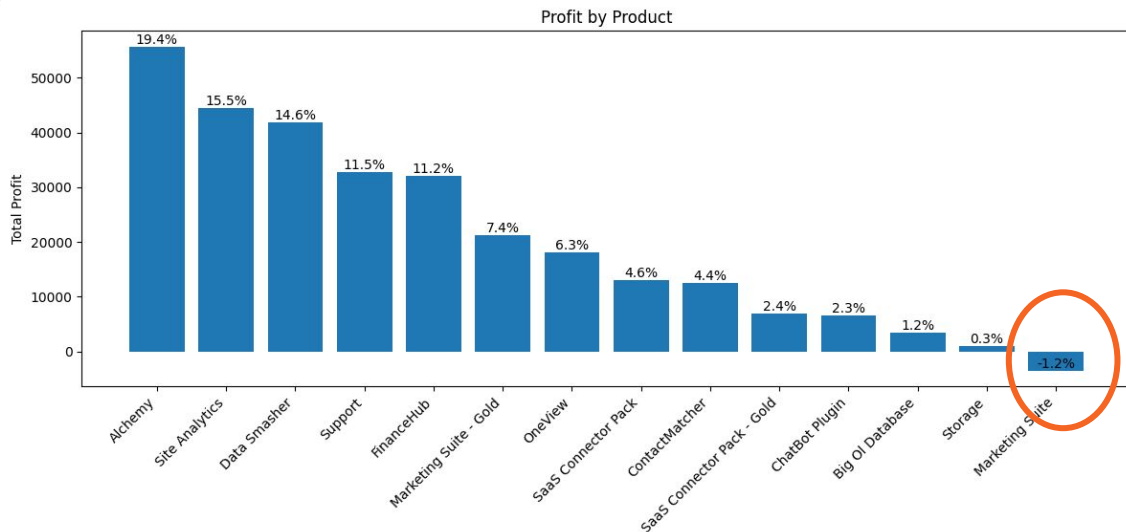


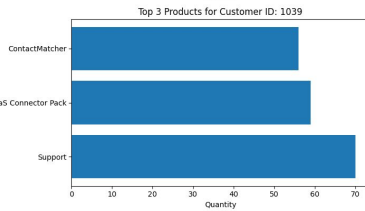
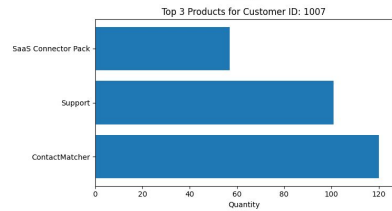
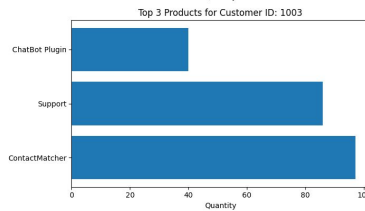
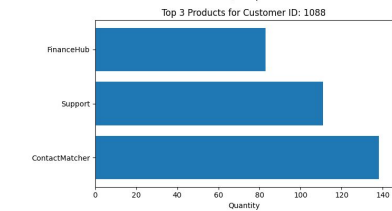
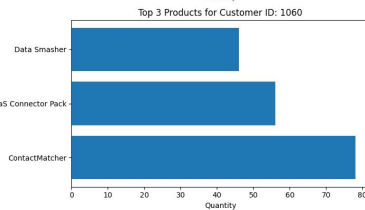
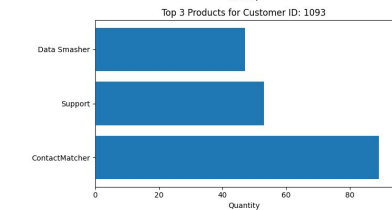
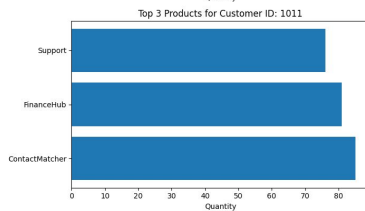
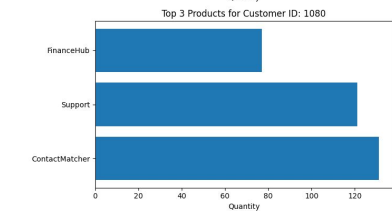
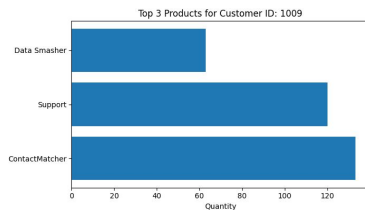
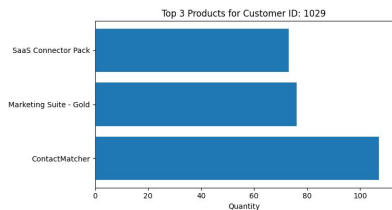
Top performers by median sales:
Alchemy, Big OI Database, and Marketing Suite

Big OI Database and Marketing Suite have low profits → high sales does not necessarily mean high profits.

Top performers by profit:

Alchemy, Site Analytics, Data Smasher



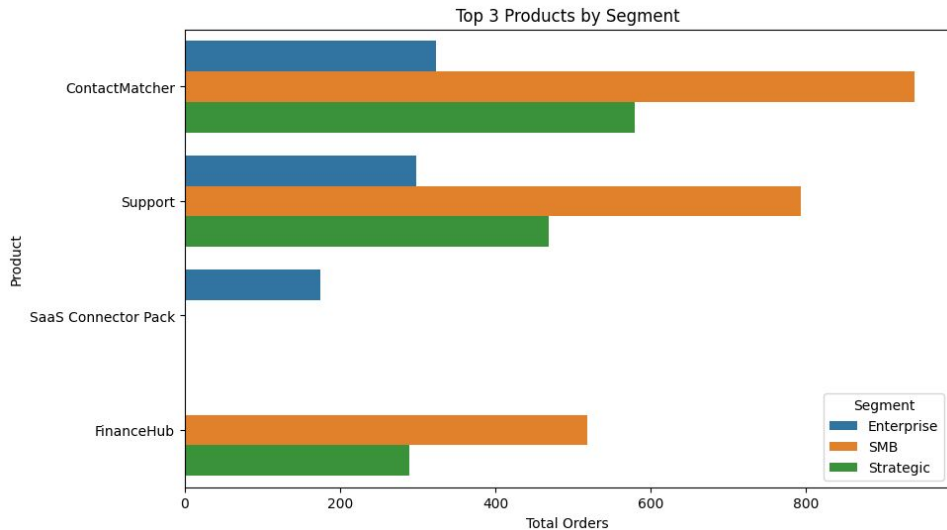


Key Insights: Top Customer Demand

Analysis of top 10 customers

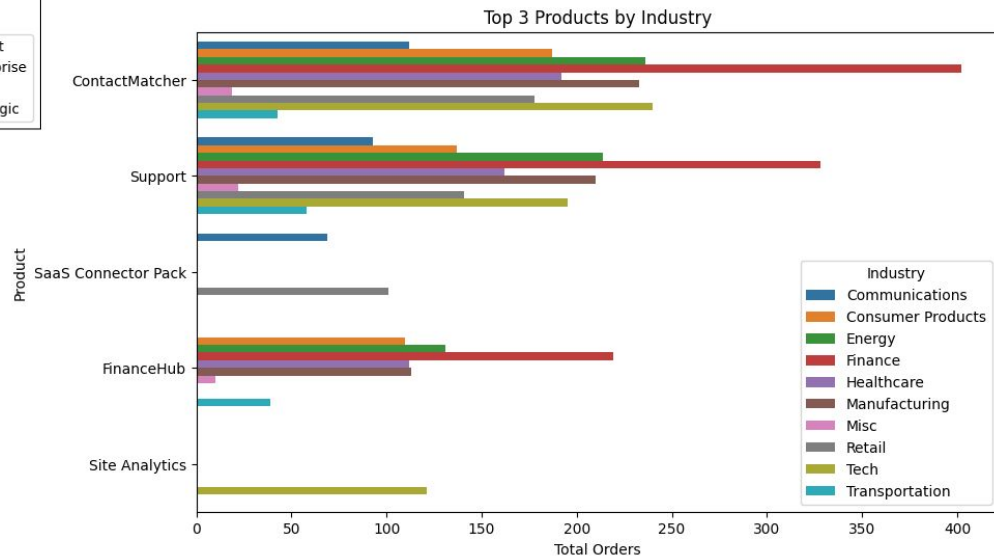
- Common traits: **SMBs in Finance, Healthcare, and Manufacturing**
- **ContactMatcher** is the most frequently purchased product among top customers.
 - Key product for customer loyalty
 - Opportunity for upselling

Key Insights: Top Product (Segment and Industry)



Confirms results from Top Customer analysis:

ContactMatcher is the highest selling product across all segments and industries.





Key Insights: Geographic Demand

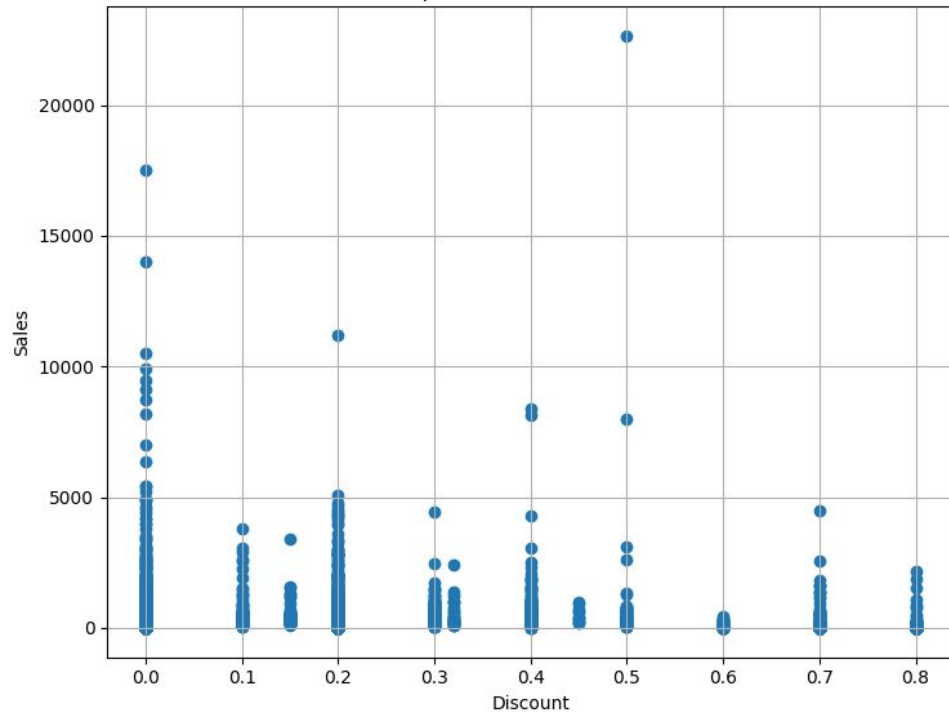
- **High-performing regions:**
 - **US, UK, and Japan** have the strongest sales performance
 - **ContactMatcher** drives the sales in these regions
 - Focus on these regions for further sales efforts
- **Low-performing regions:**
 - Denmark, Qatar, and Iceland have the lowest sales performance.

Key Insights: Correlation

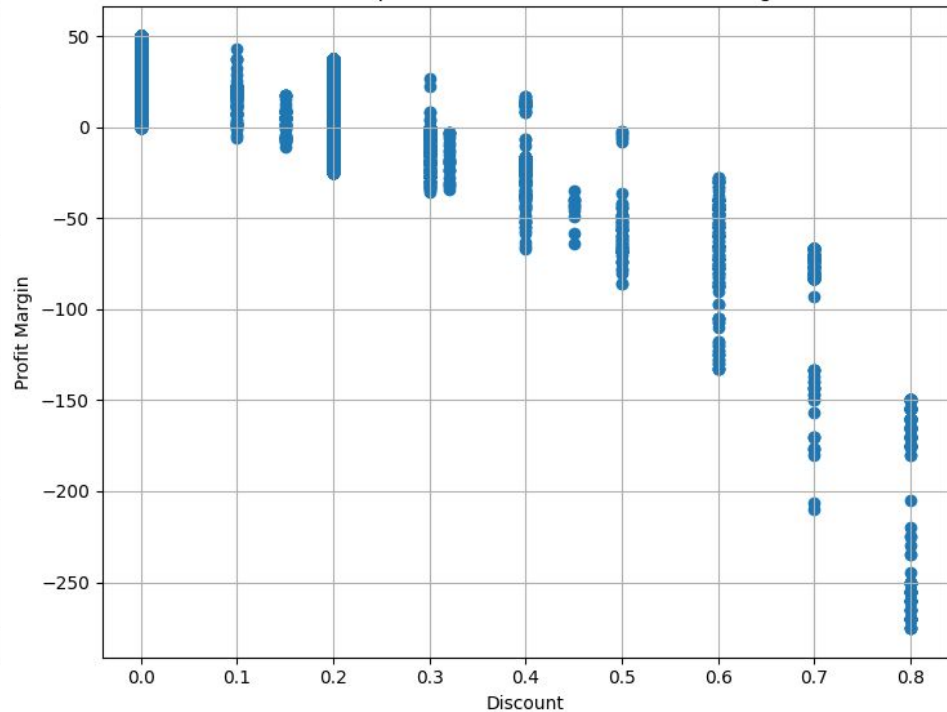
- Discounts negatively affects both profit and profit margin, with a particularly strong impact on margins.
- Discounts also have a weak correlation with sales and quantity, meaning that it also does not boost them.
- Sales are moderately correlated with profit, but the effect is not overwhelming.



Relationship between Discounts and Sales



Relationship between Discounts and Profit Margin



Business Recommendations

- **Focus on High-Performing Products**
 - Prioritize **Alchemy**, **Site Analytics**, and **Data Smasher** (top revenue and profit drivers).
 - Prioritize **ContactMatcher** that has consistently perform well across segments and industries.
- **Capitalize on Key Customer Segments**
 - Target SMBs in Finance, Healthcare, and Manufacturing for high demand.
 - Leverage **ContactMatcher** to boost customer loyalty and explore upselling opportunities.
- **Geographic Focus for Growth**
 - Strengthen sales in US, UK, and Japan where **ContactMatcher** performs well.
- **Refine Discount Strategy**
 - Minimize heavy discounting as it reduces profit margins and has little effect on sales volume.
 - Focus on value-based pricing, bundling, and limited-time offers instead.
- **Optimize Profitability Over Volume**
 - Shift focus from sales volume to profitability.
 - Sell high-margin products and target high-value customers to ensure long-term growth.



Conclusion

- Focus on **top-performing products**, **key customer segments**, and **high-growth regions**
- Minimize the impact of **discounts**



Thank you for your attention!

For more details about the project, feel free to
check out the project [here](#).

