

Zeotap Assessment Business Insight Report

Business Insights From EDA

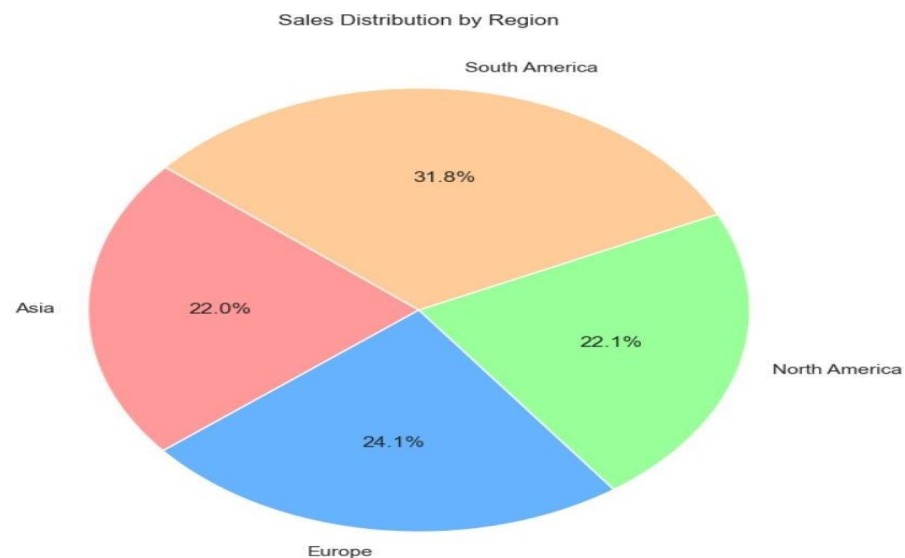
1) Regional Effects on Sales

- Sales by Region:

South America Outperform others with **31.8%** of the market share, **Asia** at lowest with **22.0%**.

Suggestions:

- Gain local **Partnership** from Markets for better Customer Reach.
- **Leverage** south American market for customer retainability and most profit gained.
- Give better discounts for **Asian** and **North American** markets.



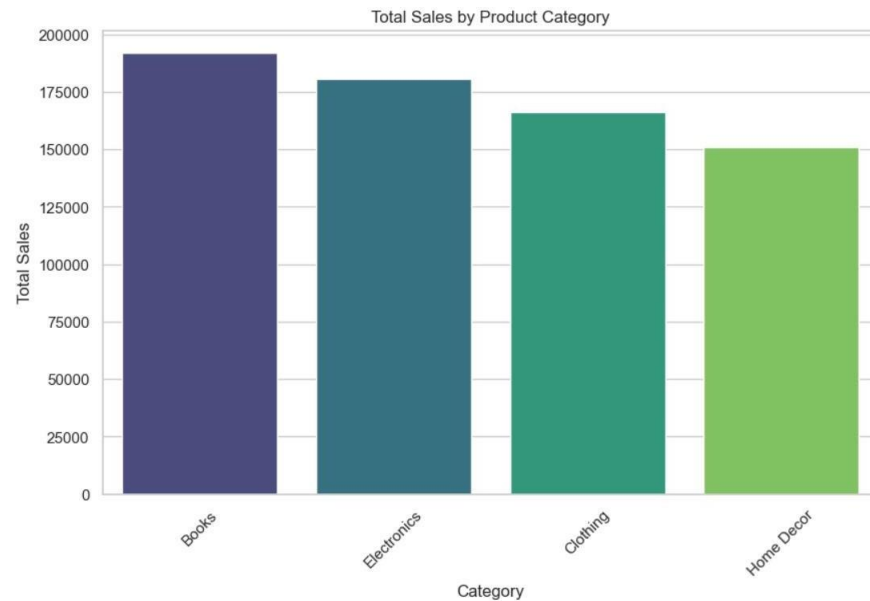
2) Sales by Products

- **Books** are the most **revenue** generating product, whereas active **Smartwatch** is the most purchased product.

Suggestions:

- Focus on Home Decor sales difficulties, give further focus on these products for a better profit.
- “**Quantity vs. Total Transaction Value**” shows how electronics and clothing’s revenue increase with increase in quantity. Hence make offers that people buy in large quantities leading to better profits

- Maintain the prominent **growth** of the revenue gained by the Books.

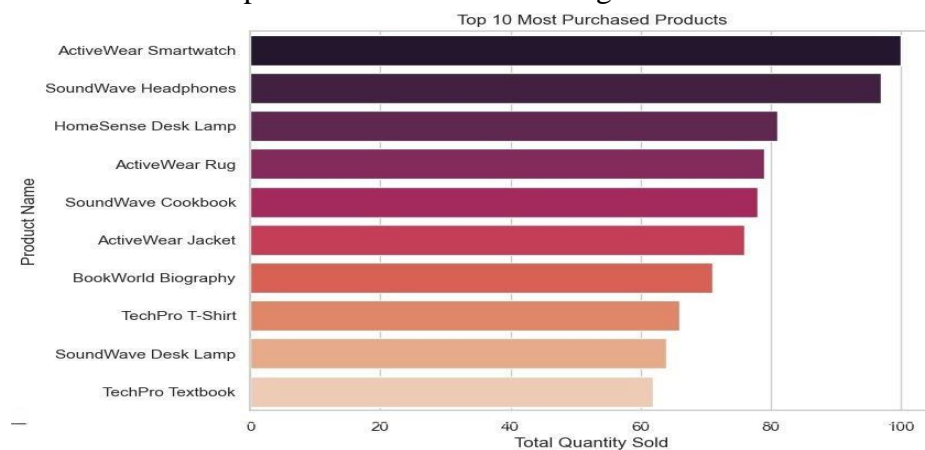


3) Customer relations with sales

- Make sure to separate High valued customers and reward them with better offers for better sales. Give **discounts** to the least **buying** customers.
- Products like **Smartphones** and **Headphones** within the electronics group are most sold.

Suggestions:

- Make sure to categorized the goods and promote goods in bunch.
- Find out less sold products for better revenue gained.



4) Monthly sales by product

- **Clothing** tends given throughout year with **increase** during **summers**.
- Whereas **home decor** peak in **summer** and **decline** during **winters**.

Suggestions:

- Promote goods in their season of demand, make sure that goods remain in stock.
- Promote goods during poor performance seasons with discounts and offers.



5) Customer Sign-ups and transactions

- 2023 showed lack of **signups** throughout the year.

Suggestions:

- Notice any unusual decline in signups.
- Promote signups for new customers, use social media to promote goods for most revenue.
- Transaction maxed during **Jan 2024**.

