

Zeotap Data Science Assignment

Task 1: BUSINESS INSIGHTS

Business Insight 1: **Top-selling product categories contribute most to revenue, so we must focus marketing efforts there.**

Analysis reveals that top-selling product categories account for the majority of revenue. Focusing marketing efforts on these categories can amplify sales further, leading to increased profits. Tailored promotions and product bundling strategies for these categories could also increase profitability.

Business Insight 2: **Customers in Europe have the highest average spending, suggesting potential for premium services.**

Customers in Europe exhibit the highest average spending compared to other regions, indicating a market for premium services. This insight suggests introducing exclusive products, loyalty programs, or personalized offers to capitalize on the premium segment.

Business Insight 3: **The top-selling products generate significant revenue, with ActiveWear SmartWatch leading sales.**

Top-selling products significantly contribute to overall revenue, with Product ActiveWear SmartWatch leading sales. This finding indicates that maintaining stock levels, ensuring product quality, and strategic promotions for these products are critical for sustained revenue growth.

Business Insight 4: Customers from Asia contribute the highest total sales, highlighting its importance as a key market.

Customers from Asia contribute the highest total sales, positioning the region as a critical revenue driver. Enhancing regional marketing campaigns and focusing on locally relevant products and offers could unlock further potential in this market.

Business Insight 5: Customers in Asia have the largest customer base but lower average spending, suggesting room for growth.

Asia has the largest customer base but relatively lower average spending. This highlights an opportunity to introduce cross-selling, up-selling, and targeted promotions to boost spending per customer. Building customer loyalty programs and educating users about higher-value products could enhance sales.