

REPORT PAGE

DATA SCIENCE INTERN

RIYA

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TASK 1: BUSINESS INSIGHTS

1. Regional Dominance: **Europe** and **South America** rank highest with **234** and **304** transactions, but **Asia** follows closely with **218** transaction numbers, and North America has **244** transactions. South America stands as the market-leading sector because it requires customized advertising efforts as well as distinctive marketing approaches throughout the region for its full development potential. The development of locally relevant products and services will increase both profits and customer contact within this market area.
2. Category Contribution to Revenue: The sales revenue distribution prioritizes **books** with **192147.37**, followed by **electronics** with **180783.50** and **clothing** totalling **166170.66**. The major sales categories present opportunities to expand product selection and launch marketing approaches that target specific consumer preferences.
3. Consumer Spending Patterns: A review of sales data shows that most customers choose items in the middle price segment based on the observed average transaction value, which stands at **₹ 689.99**. By giving loyalty points and discounts for big-order purchases, retailers can attract customers to buy more products. Implementation of promotional incentives targeting big orders demonstrates strong potential to boost revenue significantly.
4. Seasonal Revenue Trends: Financial data shows that revenue reaches its highest point throughout particular months, although it maintains its level throughout each year. Through strategic promotional and seasonal strategies and new product launches, the highest possible revenue can be achieved at times when demand peaks. Demand forecasting and inventory management will benefit from understanding the fundamental causes of these demand peaks.
5. Opportunities in Underperforming Categories and Regions: Earnings remain depressed within the "Toys" and "Stationery" sections and across Asia geographic territories. The company should create strategies comprising bundle offerings and localized sales approaches to maximize these sections' operational capabilities.