Zeopat Assignment Report

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Task 1

Business Insights Derived from EDA:

1. **Regional Customer Distribution**
   o I found that the majority of customers are concentrated in specific regions such as South America and Europe. This shows us where the products already popular.
   o It also indicates potential growth opportunities in underrepresented regions, such as Asia and America, by targeting marketing efforts and promotions in countries such as Japan, America and India, the next customer growth can come from these areas.

Distribution of Customers by Region
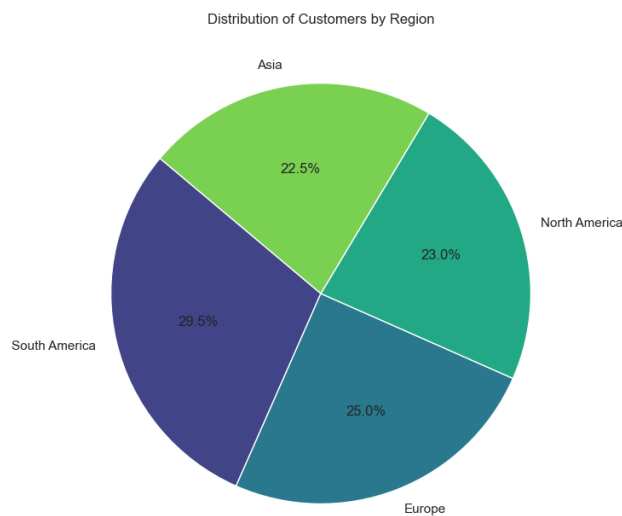
2. **Category-Wise Revenue Contribution**
   o Certain product categories, such as electronics or books, generate the bulk of revenue. Businesses can focus on optimizing inventory, offering discounts, or introducing premium versions of products within these high-performing categories.

Revenue by Product Category
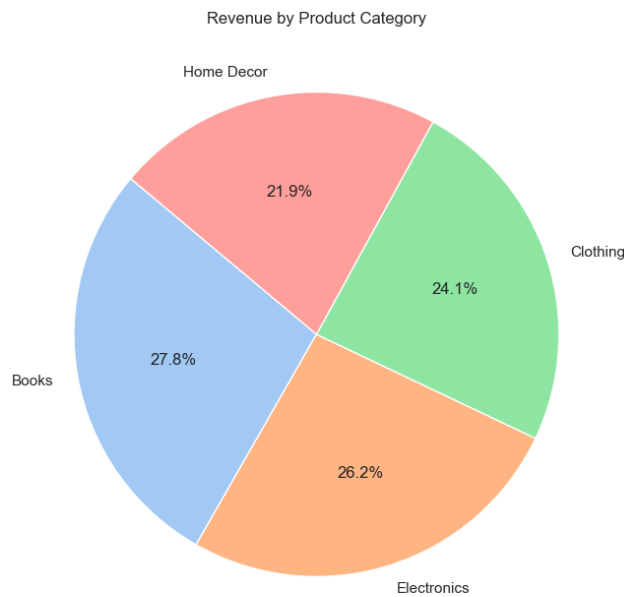
3. **Seasonality in Monthly Sales Trends**
   o Sales show noticeable peaks during specific months such as July, September and December, January. This clustering sales peak gives an opportunity to run time-sensitive promotion, such as year-end sales or new year sale during December and Durga Puja Festivities during September, to maximize revenue during these high-sales periods.

Monthly Sales Trend
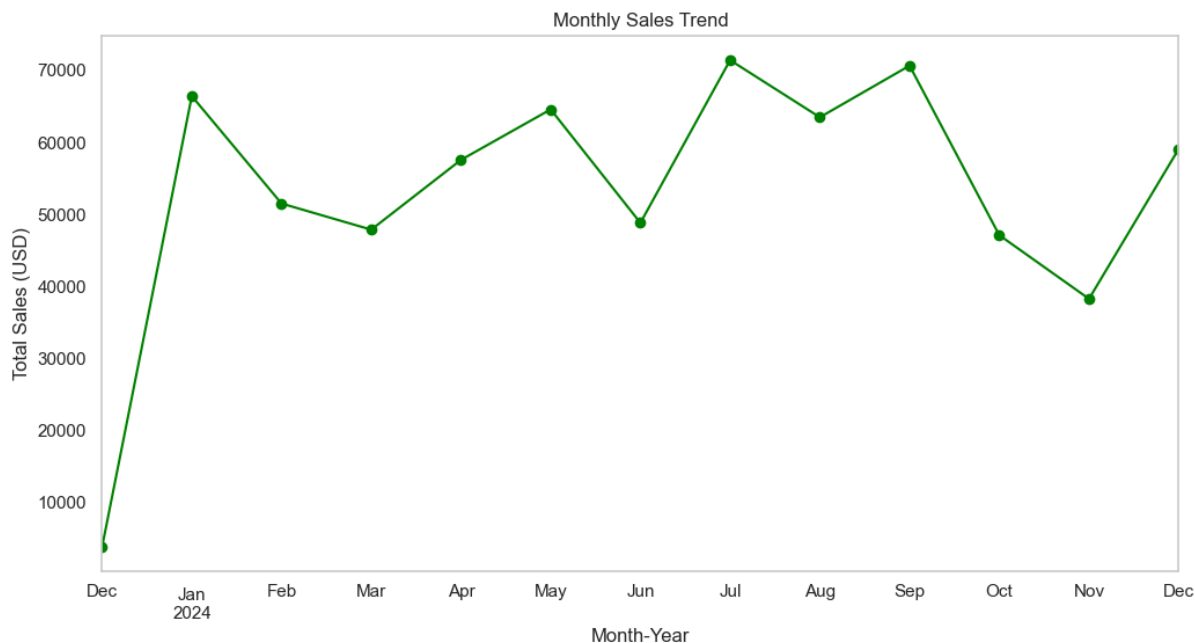
4. **Dependence on Top Customers**
   o A part from Paul Parsons the spending of rest the customers was found to be uniform so, exclusive bonus or deals for top customers will not have much of an impact as average Spending per Customer: $3467.3, which about half of a top spending customer.

Top 10 Customers by Total Spending

Top 10 Customers vs Rest by Total Spending
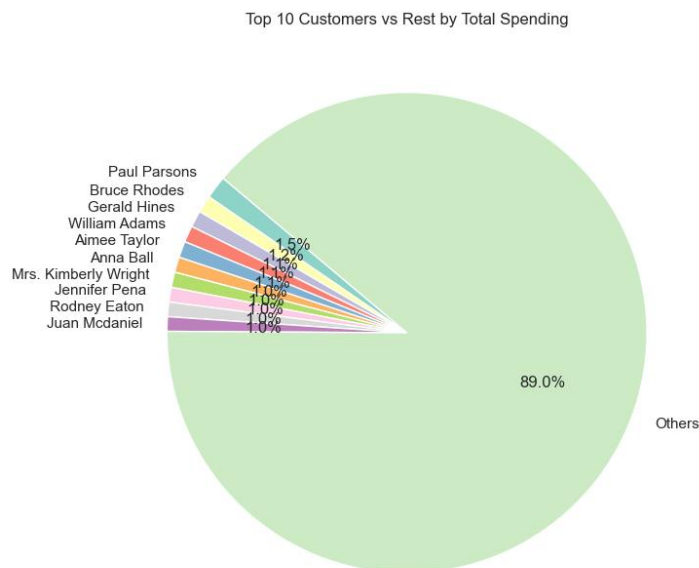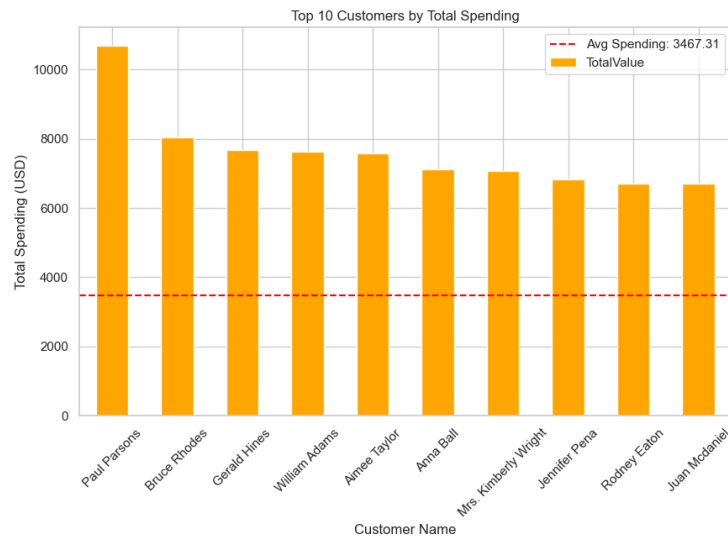
5. **Revenue Concentration in Top Products**
   o Top ten products have 33% of the overall revenue, indicating the importance of these products in driving sales. Businesses should focus on maintaining stock levels, ensuring quality, and actively promoting these top selling products to sustain and grow revenue of the platform, and the bottom 10 total contribution is 2.6% which is equal to that of 9th and 10th product's revenue.

Top 10 Products vs Bottom 10 Products vs Rest by Total Revenue