

ABC.co.inc

Data Analyst Report

Siddharth Patel

7

Products

A, B, C, D, E, F

5

Regions

Central, North, South,
East, West

20

Customers

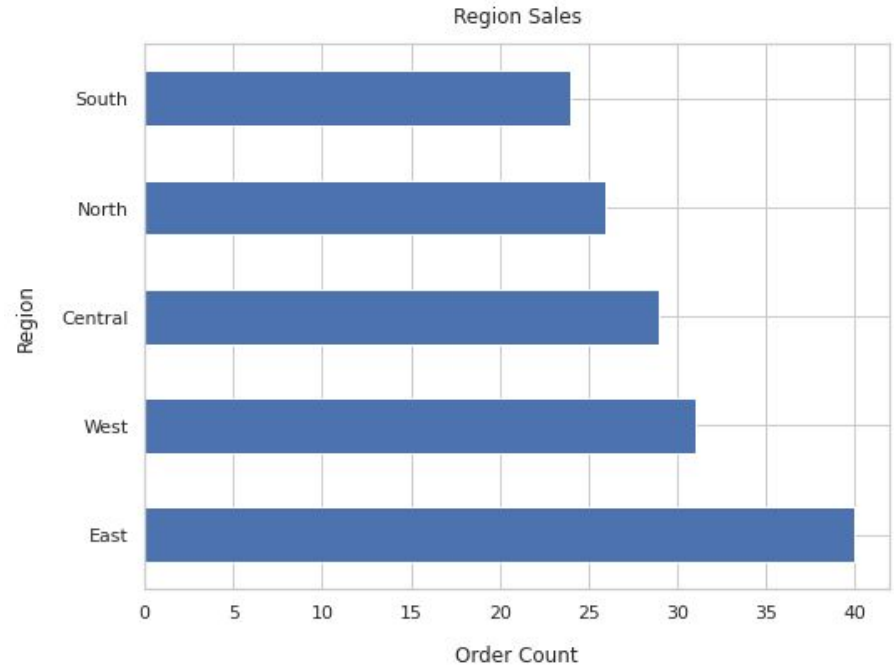
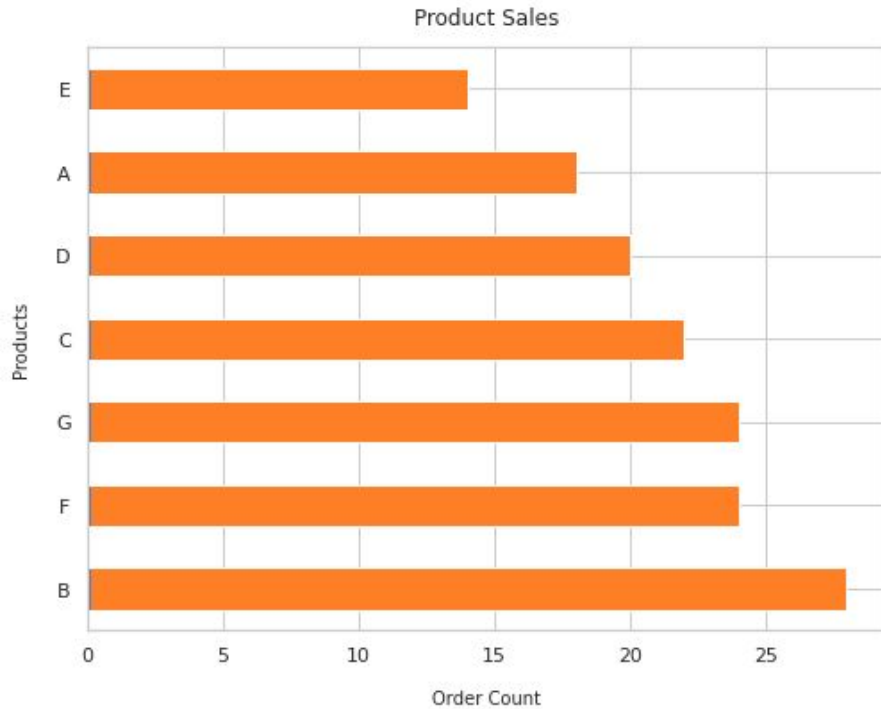
150

Orders

\$43355

Total Sale ('000 USD)

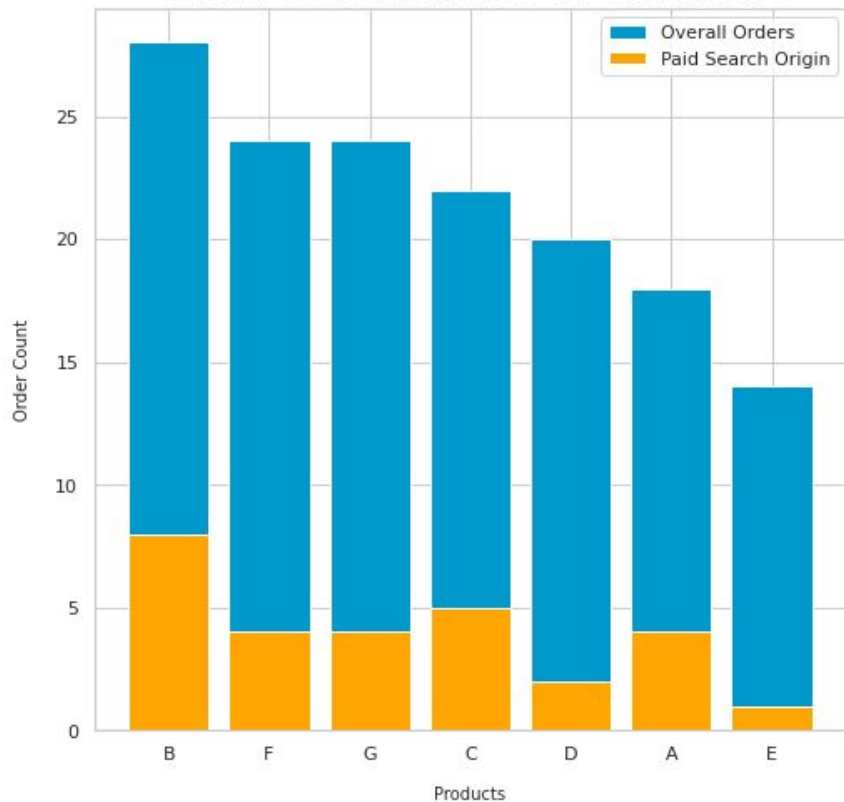
Our Best Performing **Product** is '**B**' & the Best Performing **Region** is '**East**'



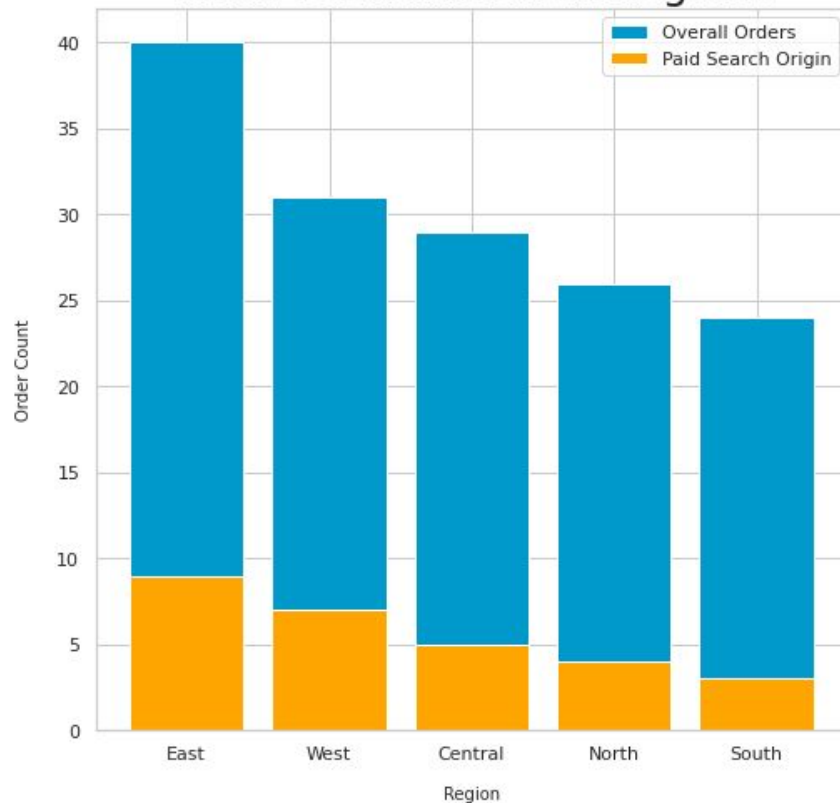
The Product '**E**' and Region '**South**' has not been very productive

A **TREND** that has been noticed, is that the **low paid searches** count has been comparatively very low for these elements, implying ineffective online marketing.

Order Distribution in Products



Order Distribution in Regions



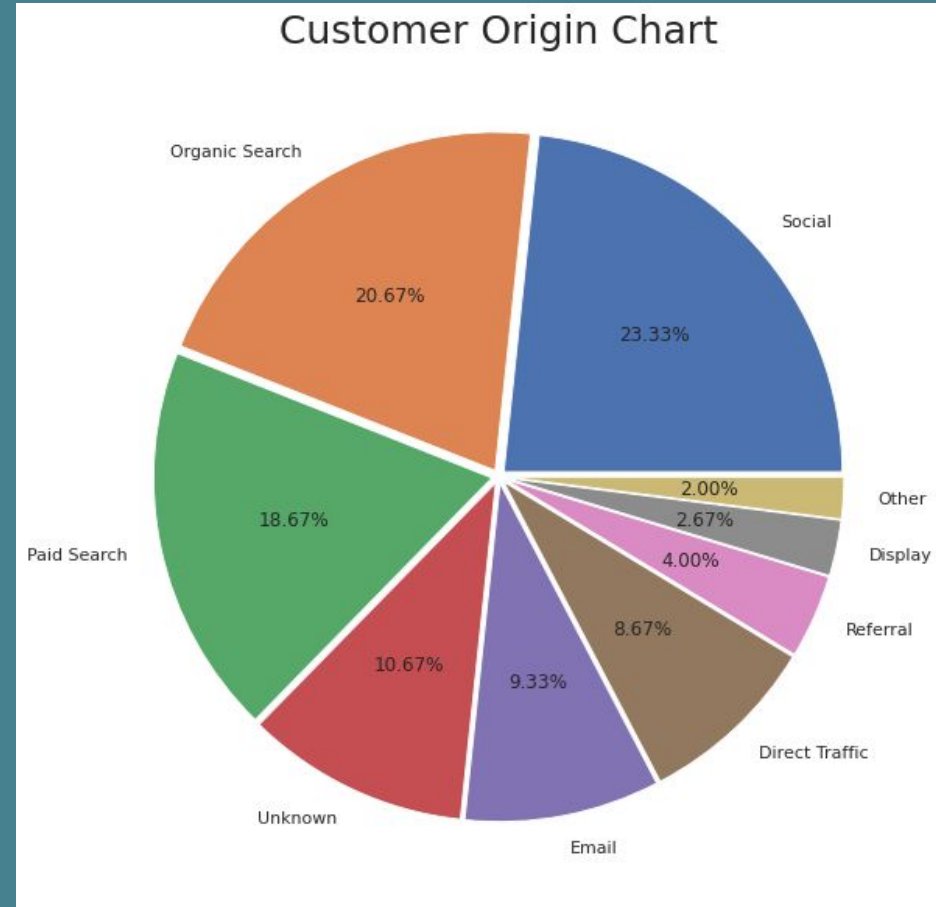
Online Marketing

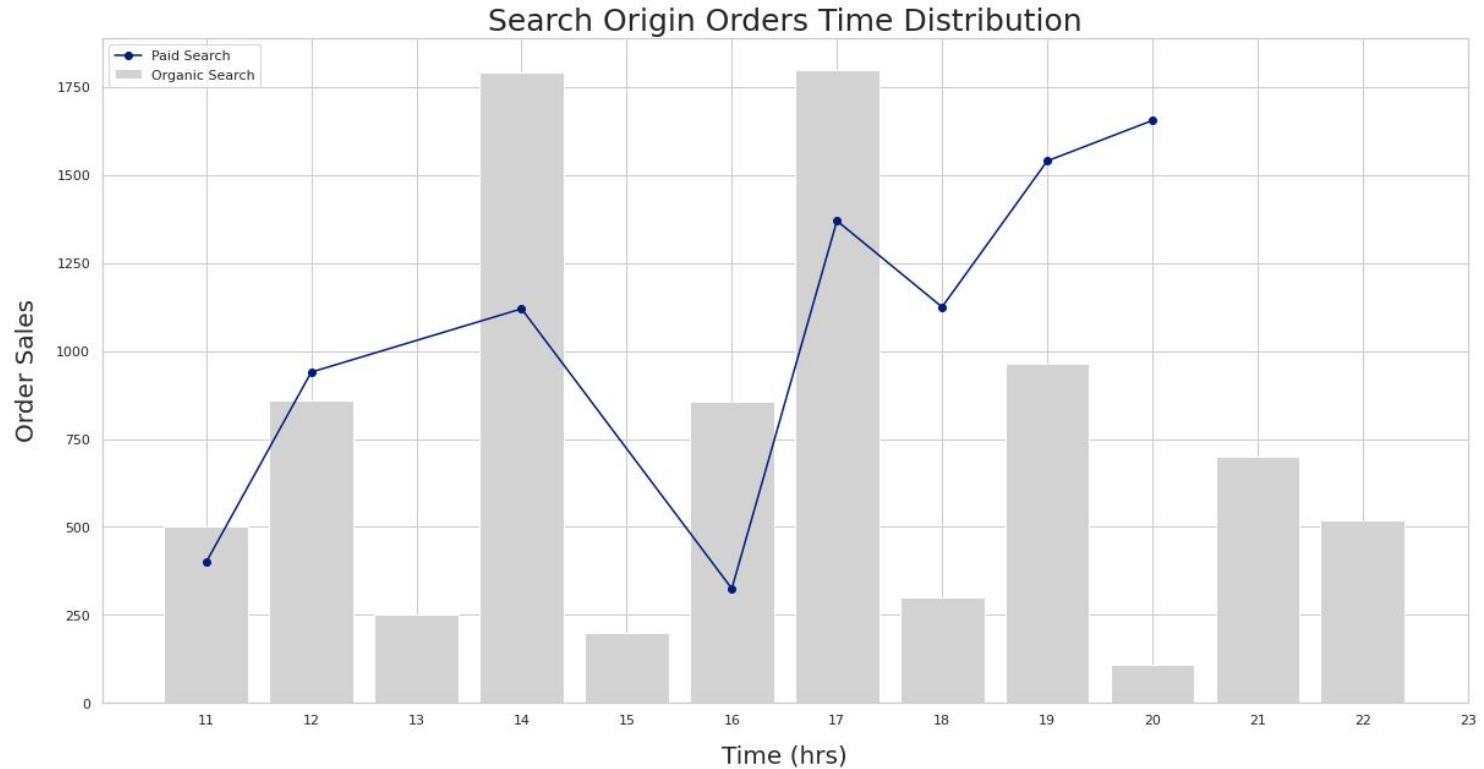
- ❑ **SEO** has been working well, it helped the companies' Organic Searches perform well.

The Organic Search is 2nd highest clientele origin

- ❑ Paid Searches have been fairly significant for ABC to get **new** customers

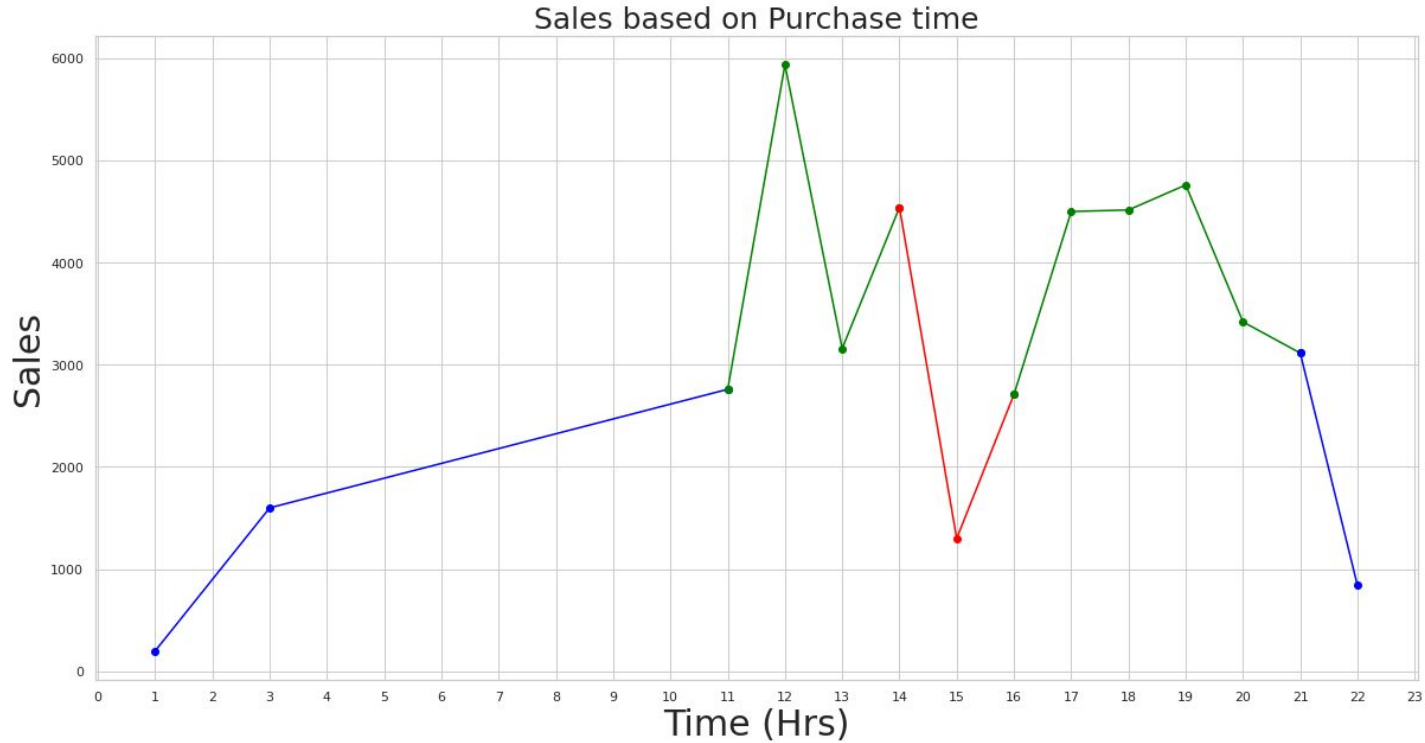
It is critical that we invest more in it to increase performance of other products and regions



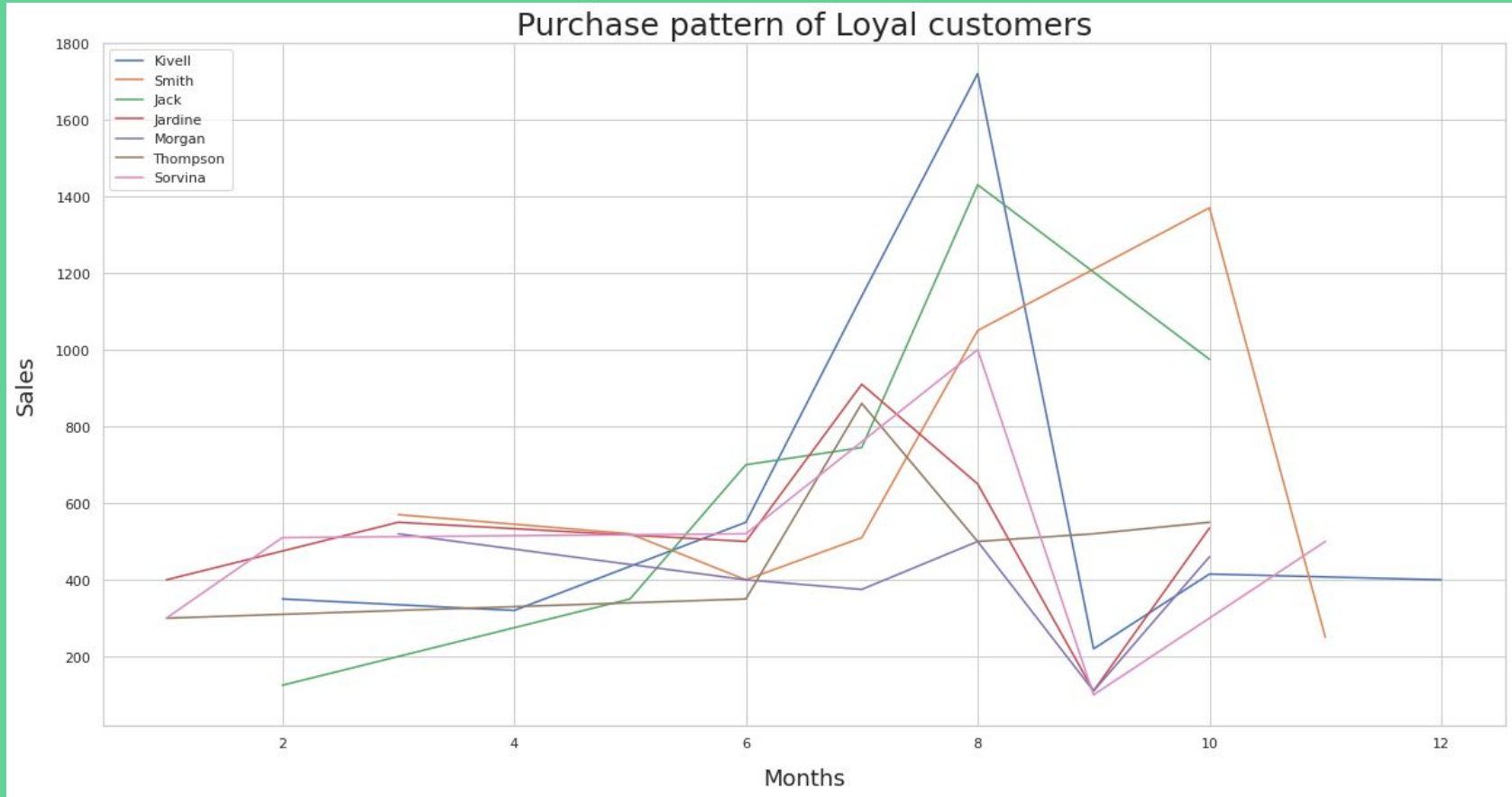


The Paid Search has been the most effective during **5:00 PM to 8:00 PM**, but the organic search is fairly low during those times, which can be increased with increasing investment in online marketing.

To support the recommendations, as we can see in the graph, the overall sales have been maximum when the searches have been high.



A **Trend** that has been formed is buying by the companies most loyal customers has increased around the month of **August** and the months leading up to it. Acknowledging this we can come up with offers during those periods for higher sales. It is important to not that the sale have significantly fallen the following month



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Cases of Maverick Buying

- Common in Repeat Customers
- Common in February, December and September

We can take preventions and implement ideas and the other recommendations for a improvement in business.

Thank You