**CASE STUDY FOR PRODUCT SALES ANALYSIS**

**Targets Questions:**

1. Find out which day(s) of week are most productive
2. Find out which month(s) of year are most productive
3. Why and when productivity goes down

Check Sales-Data-Analysis.ipynb to see how sales are analyzed. Below are conclusions from the analysis result.

**Answers A):**

1. We found out Wednesday is the most productive day; Wednesday, Tuesday and Thursday are top 3 contenders
2. On Sunday, least number of products are sold and least number of calls came in.

**Answers B):**

1. October and November are the most productive months
2. July, August, September are the least productive ones; also least number of calls came in those months.

**Solution C):**

Probable reasons for low productivity:

From Solutions A and B - the lower number of call volume and product sale depicts, sale goes lower on Sundays and on Summer vacations. So, in holiday period people are not ordering our products.

HOW WE CAN USE THIS TO OUR FAVOR:

Lower number of sales agents in this time frame, to save on costs

These are just probable solutions based on analysis results. There are many other factors which are not considered here towards productivity like why not all calls are answered, why waiting time is more? agent specific productivity and so on. However, for now we have considered a very small scenario for understanding purpose.