

Data Analyst Internship Assignment

Insights and Findings

1. Identify the top 5 customers contributing the most revenue.

Insights:

- JCK Enterprise is a key revenue source; maintaining engagement is vital.
- "Vaporub" offers upselling and diversification opportunities.
- Revenue concentration risks can be mitigated by acquiring new customers.

2. Find the most frequently sold product (by UPC) for each Customer Type.

Insights:

- Prioritize growth in SubD and New WS Platinum segments.
- Address causes of negative sales (e.g., returns, damages).
- Leverage bulk sales potential in SubD and wholesale markets.
- Optimize or discontinue underperforming segments.

3. Analyze city-wise transaction trends.

Insights:

- Prioritize Indore and Vadodara for sustained revenue growth.
- Investigate and address issues causing negative quantities in Ahmedabad and Surat.
- Develop strategies to enhance sales performance in Pune and other underperforming cities.

4. Total revenue generated per city.

Insights:

- Prioritize sustaining revenue growth in Indore and Vadodara as key hubs.
- Explore Pune's potential for incremental revenue improvement.

- Address Ahmedabad and Surat's low performance with targeted strategies like promotions or product diversification.

5. Number of transactions per city.

Insights:

1. Expand operations in Indore, Ahmedabad, and Vadodara to maintain and grow market share.
2. Address transaction gaps in Pune and Surat by analyzing customer needs.
3. Investigate preferences and barriers in low-performing cities for tailored strategies.

6. Identify the top reasons for transactions and their impact on revenue.

Insights:

1. Address wrong order issues with process improvements to mitigate the largest revenue losses.
2. Optimize the supply chain to resolve short supplies and godown shortages.
3. Implement strategies to prevent cash shortages and reduce operational inefficiencies.

7. A pivot table to show city-wise revenue and quantity trends.

Insights:

1. Indore and Vadodara are stable, high-performing markets—continue investments here.
2. Pune shows potential for growth—focus on increasing revenue.
3. Address inefficiencies in Ahmedabad and Surat to reduce losses.
4. Prioritize Indore and Vadodara while exploring Pune's market potential.