SaasHub Sales Data Analysis

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Tasks

1a. Across all orders, which pair of product categories appears the most?

(SW,HW) pair appears the most i.e. 5895 times

1b. For the pair identified in 1a, in what percent of orders does it appear?

(SW,HW) appears 57.23 % times in orders

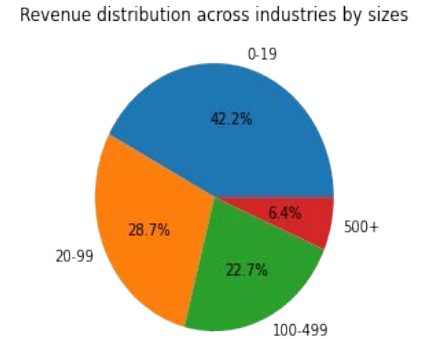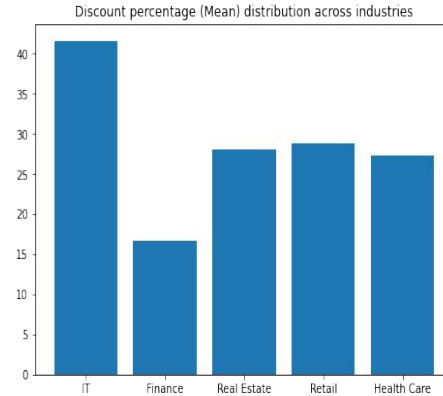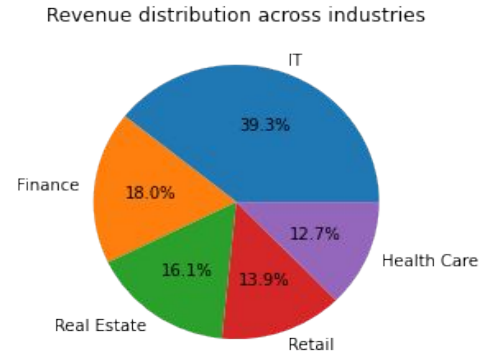2. How does the frequency of product pairs across orders vary by industry?
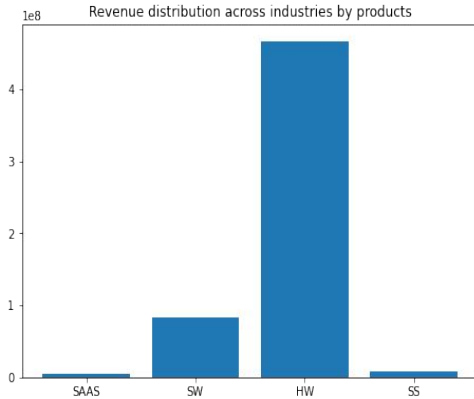
IT industry has highest frequency, followed by Finance and Real Estate industries for (SW,HW) (SAAS,HW) and (SW,SAAS). Healthcare and retail have lowest frequency of order pairs. SW,HW and SAAS is most popular bundle.

3. What are the most significant drivers for discount?

After performing Statistical Analysis (P-val and R-Squared) and Correlation Analysis INDUSTRY, SIZE and PRODUCT type

Key Findings

- Most Sold Product Category is SAAS, and 80% (466 Mill) of total revenue is generated by HW.
- Least Sold Product Category is SS, and 4 Million USD is generated by SW.
- IT Industry generates 40% of the total revenue followed by Finance (18%) and Real Estate 14%.
- The highest discount percentage is given to IT Industry with average discount percentage of 41% followed by Real Estate and Retail with 28%.
- The lowest discount percentage is given to Finance Industry with average of 16%.
- Companies with size 0-19 contribute to 43% of total revenue being the highest and 500+ size company contribute just 6% of total revenue being the lowest.

Revenue distribution across industries by products

Revenue distribution across industries

Discount percentage (Mean) distribution across industries

Revenue distribution across industries by sizes

Recommendations to increase Revenue by adjusting discount

- The IT INDUSTRY generates maximum revenue but also the maximum average discount is given to IT INDUSTRY, reducing the discount percentage here even slightly will increase revenue to good extent. For Example, suppose if we consider average discount percentage to be 35 % instead of 41 %(actual), The average price of products after discount will be increase to $8530 compared to earlier $7387.
- Nearly 43 % of revenue is generated by clients of company size 0-19 and 28% by 20-99, reducing discount here will increase the revenue to a good number.
- HW product category accounts for 80% of the total revenue, modifying the discount percentage here will increase the revenue.

   Note - the above recommendation are to increase revenue by adjusting discount to key factors only, In the next slide we shall see other ways to increase revenue.

Recommendations to increase Revenue

- Create a Promotion (cross-sell) - The most appearing pair is HW and SW, instead of giving high percentage of discounts to HW alone, make a promotion such that, an attractive discount can be availed if HW and SW are purchased together, similarly this can be done with (SAAS, HW) and (SAAS, SW)

- Targeted Marketing - Clearly, the most revenue is generated by IT Industry and companies with size 0-19. Targeted marketing can help to increase revenue and also build customer base.

- For underperforming product categories SS which generate the least revenue, A bundle can be built like (HW + SW + SAAS + SS) or a free trial period of 1-30 days can be given out to clients. HW, SW and SAAS is the most popular bundle, including SS into this can be a booster.

- Special discounts can be given out to least revenue generating clients such as Size = 500+, Industry = Health Care or Retail.

- Instead of implementing these plans to the entire population, a trial can be conducted on a sample of our clients to check if the recommendations work.