

Interview Assignment

Data Sources:

1. customerUser.xlsx
2. customerScans.xlsx
3. couponTransaction.xlsx

Q1) How many Users have logged in after 1st September 2020 till date? How many of those have Signed up in September 2019?

Q2) How many Users have 'Earned Points' more than 2000?

Q3) From which stores has customer id '83' scanned bills in February 2020?

Q4) How many unique users unlocked coupons on 10th September 2020?

Q5) Create the following pivot table:

TierId	Unique Users in each Tier	Total Coupons Unlocked	Average Earned Points	Average Burned Points

*tierId is a code for a particular segment of customers, there are 5 segments

Q6) Create a cohort of users with the following conditions and answer the following questions:

(Scan Count > 4 && Coupon Transaction Count > 2)

1. What's the tier distribution of these users?
2. What's the gender distribution of these users?
3. Which 5 stores have these users scanned the most from?
4. Which source has the most users coming from in this cohort?
5. Observe the behaviour of this cohort and write your observations and insights.

Q7) Month on Month comparison:

- 1) From the given tables derive this table(execute joins with other tables if required)

	Unique Users who scanned		No. Of Bills Scanned(Image)		Scan Amount(billTotal)		coupon unlocks	
Tier	Sep-20	Oct-20	Sep-20	Oct-20	Sep-20	Oct-20	Sep-20	Oct-20
1								
2								
3								
4								
5								
Total								

2) Analyse the change in September Vs October and highlight/mention the highest changes for each tier.

3) Observe the metrics and write your observations and insights.