**Problem Statement**

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We are sharing our sales data for the month of September. Using this data, please try to answer the below and come up with additional insights if any:

Using these data, create following visualizations and generate insights if any:

1. Sales conversion & revenue generated with respect to Trainers with grade wise drilldown.ie, represent the number of conversions made by each Trainer grade wise. Identify top 3 trainers who have performed best and state the reason why.

2. Sales conversion & revenue generated with respect to Topic. Identify top 3 topics which have performed best and state the reason why.

3. Sales conversion & revenue generated with respect to grade. What recommendation you will give to the product team based on this data?

4. Sales conversions made and revenue generated by each sales person. Suggest an incentive scheme for sales persons to encourage them to perform better to drive sales.

5. Time taken for Sales conversion. What recommendation you will give to the product team based on this data?

**Conversion funnel steps -**

* Interested students book for a trial class
* Students attend the trial class on the scheduled day/time
* Sales team calls the students who attend the trial class. Students who do not attend are left out
* There can be multiple calls if the student is interested in subscribing for the program
* Finally student can choose to subscribe or not

Perform this analysis using either **Python or PowerBI only**. Attach a short note on your findings if any with valid reason for any assumption that you make.

Once you complete the assignment please submit to deepak@stones2milestones.com

Notes –

1. This is real data and so there will be many cases where data may have errors, so please do careful exploratory analysis and clean the data
2. It is expected that some of the fields may not be clear to you even after going through the details – in that case state your assumptions while sharing your solution. It may not be possible to clarify doubts over call or mail.

Field details:

1. **Date of Trial** – The date when child attended the Trial class
2. **Child Name (anonymous child name - Don’t use for mapping)** – Child Name (Don’t use as ID)
3. **Deal – Stage** – Stage of the funnel where the child is
4. **Deal – Owner** – The sales person assigned to that user
5. **Deal – Value** – Amount Paid by User
6. **Person – Phone** – Phone number of Parent
7. **Person – Email** – Email of the Parent
8. **Person - Person UUID** – Unique ID provided to the child
9. **Grade** – Grade of the child
10. **Deal - Deal closed on** – Date when the deal is closed
11. **Deal - Deal created** – date when the deal is created
12. **Person - Trial Class Topic** – Topic of the trial class
13. **Person - Facilitator ID** – Trainer for the trial class