OJASS' 2025

Case Study Show Down

Instructions:

- Solve the problem statement correctly and completely as possible.
- You can use any software for analysis purpose.
- This competition will have two rounds of judging.
- Plagiarism in any case will not be tolerable and will lead to immediate disqualification.
- Time Limit - 4 hours
- In case of any missing data/values assume the value yourself.

Problem Statement

TechGear Solutions, based in Mumbai, India, is a leading supplier of computer hardware to various clients, including Prime Electronics stores across the country. However, the sales head, Arjun Mehta, is grappling with several key challenges:

Based on the dataset, you need to make decisions on the following:

1.> How can we mathematically differentiate between stable sales trends and volatile market fluctuations to ensure our strategic decisions are based on long-term patterns rather than short-term noise?

2.>Market Pulse or Data Mirage?
Given the rapidly evolving market, how would you design a system to differentiate between actual sales trends and short-term fluctuations, ensuring that business strategies align with genuine market demand?

3. Customer Segmentation for Profitability

Which customer segments contribute the highest revenue, and how can we identify customer clusters that require different pricing, discounting, or marketing strategies?

4.>Excel Chaos – Efficiency or Bottleneck?
While Excel files have been the backbone of TechGear Solutions' sales data management, they also lead to excessive manual effort. How would you transition the company to a more automated, error-free data consolidation process without disrupting existing workflows?

5.> *The Decision-Maker's Blind Spot (Optional/ Brownie Points will be given)
Without centralized, real-time insights, the leadership team struggles to make quick, informed decisions. If you were designing a dashboard for Arjun Mehta, what metrics would you prioritize, and how would you ensure that the insights are actionable?