



EQUILIBRIUM

THE ECONOMICS SOCIETY

Shaheed Rajguru College Of Applied Sciences For Women, **University of Delhi**

presents

DELTA 2.0

The Analytics Case Study Competition

under

ECOGNIZANCE'22

The Annual Economics Fest

CASE SUMMARY

Fresh Findings Ltd founded in 2008 is a go to company for the fresh food demands. The company is engaged in the business of trading, and marketing of food products. The Company's assortment of food products includes fresh fruits, wines, meats, sweets and fishes. It has also started offering gold products for the last 2 years. The company is well known for its low fat nutritious fishes and farm fresh unadulterated fruits. The company has branches in more than 20 cities with adequate employees who give the best outcome.

The reasons behind their great success are cultivating strong customer relationships and practising flexibility. Having strong relationships at work drives a lot of experience and dedication which requires time and effort and practising flexibility improves morale and hence, increases the turnover.

By sharing the benefits of strong sourcing capabilities and relationships with a large network of vendors, Fresh Findings Ltd offers regional, national and international brands to its partners and helps them prosper.

PROBLEM STATEMENT

Fresh Findings Ltd wants to improve its services by using its customer data of the last 2 years. You are hired as the Junior Analyst at Fresh Findings Ltd to find out inferences from its customer data to facilitate further actions. Your Senior Analyst has provided you with some preliminary tasks to find out relevant insights.

Task:-

1. Is the average salary of PhD owners statistically different from Master owners? It is believed that people with higher Education levels earn more and hence are more likely to invest in Gold Products. Ponder upon the marketing strategies that could be used for selling Gold Products for each group.
2. Is the correlation between the annual income and the amount of spending in the last 2 years statistically significant? How does the knowledge of this would be beneficial for the Fresh Findings Ltd? Is targeting the high annual-income customers feasible for the Fresh Findings Ltd.?
3. It is believed that educated and married customers are more likely to spend on Wines than the others. Analyse the data to find out if this assumption is true or not. Further, find whether Educated and Married Customers are independent.
4. Based on the data about the expenditure on each item given, analyse which age group can be targeted to have a 10% discount rate for Gold Products. Support your answer with valid justification.

SUBMISSION GUIDELINES

The following documents need to be submitted by each participant:

1. A summary report of your analysis of the given case (including your approach to the problem and methodologies applied while solving it step-by-step). It will include the solutions to the preliminary tasks given by the Senior Analyst in pdf format, including Visualisation tasks.
2. All excel/R/python codes used to clean, prepare and analyse the data.
 - Please make sure to add your Name, College Name and your Contact Details at the end of each file.
 - All files must be submitted in the below mentioned google form.

<https://forms.gle/AJrVtMJKKJiAa3Dy9>

JUDGEMENT CRITERIA

1. Submissions will be judged on the basis of understanding of the problem given, and the solutions given for the tasks provided.
2. **20%** weightage will be given to the data cleaning, preparation and visualisation methods, **30%** to the approach and methods used to solve the problems and **40%** to the results obtained in the summary report.
3. Judgement will be on the parameters: Originality, Understanding, Creativity and Presentation of the solution.

ATTRIBUTE INFORMATION & DATASET

Dataset Link: [Fresh Findings Ltd.](#)

- **Year Born:** Customer's Birth Year
- **Education:** Customer's education level
- **Marital Status:** Customer's marital status
- **Income:** Customer's yearly household income
- **Kids:** Number of children in customer's household
- **Teens:** Number of teenagers in customer's household
- **Date Enrolled:** Date of customer's enrollment with the company
- **Recency:** Number of days since customer's last purchase
- **Wines:** Amount spent on wine in the last 2 years
- **Fruits:** Amount spent on fruits in the last 2 years
- **Meat Products:** Amount spent on meat in the last 2 years
- **Fish Products:** Amount spent on fish in the last 2 years
- **Sweet Products:** Amount spent on sweets in the last 2 years
- **Gold Prods:** Amount spent on gold in the last 2 years

DISCLAIMER

- The rules and decisions of the judging panel and organising team in all matters related to the case study shall be final and binding.
- The judging panel and the organising team reserve the right, in their sole discretion, to disqualify any individual they find tampering with the process (in any form) of the competition and/or violating the rules and guidelines.
- Details and specifications are subject to change, and further changes, if any, would be notified via email.

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