

NAME: ERICK WAMBUGU
UNIQUE NUMBER: DA3452
COURSE : DATA ANALYST

Quiz

- 1) You are a data analyst at an e-commerce company. The CEO says sales are declining. What data would you look at? . What questions would you ask ?

Data I Would Look At:

I will gather data from different sources that can explain both what is happening and why it's happening:

- Sales Data - Daily/weekly/monthly sales, total revenue, number of transactions
- Customer Data - New vs. returning customers, customer churn rate, satisfaction ratings
- Product Data - Top/bottom selling items, stock availability, product return rates
- Marketing Data - Website traffic, ad impressions, conversion rates, email campaign results
- Pricing Data - Discounts, competitor pricing, price changes over time
- Geographical Data - Sales by region/country/city
- Operational Data - Delivery times, complaints, refund rates

Questions I Would Ask:

These questions will guide my analysis and help uncover the cause of the decline:

- Sales & Revenue:
 - 1. When did the decline start — suddenly or gradually?
 - 2. Is the drop across all products or specific categories?
 - 3. Are sales decreasing in certain regions or customer segments?
- Customer Behavior:
 - 1. Have we lost repeat customers?
 - 2. Are customers abandoning carts more frequently?
 - 3. What are customers saying in reviews or feedback?
- Marketing & Engagement:
 - 1. Did we reduce marketing spend or change strategy recently?
 - 2. Are website visits or ad click-through rates going down?
- Pricing & Competition:
 - 1. Have competitors launched similar products or lowered their prices?
 - 2. Did we change our pricing or discounts recently?
- Operations: -Have there been delays in shipping or stockouts affecting customer trust