

# Assignment – Business Analytics Intern

## Objective:

Analyze the attached competition data across **Zepto, Swiggy, Blinkit, and BigBasket** and recommend **MRP and discount strategy** for September 2025 for a Healthy Snacking Brand, Sattviko. Consider upcoming festivals (Navratri, Onam, Ganesh Visarjan, etc.) to boost sales.

## Task:

### 1. Data Cleaning & Structuring

- Review all four sheets (Zepto, Swiggy, Blinkit, BigBasket).
- Clean and consolidate the data into a single master sheet with these fields:
  - Platform
  - Product Name
  - Brand
  - Weight (g)
  - Current MRP
  - Current Selling Price
  - Current Discount %
  - Sattviko Price (if available)
  - Competitor Price per 100 gm

### 2. Discount & MRP Proposal

- Assume **platform margin = 45%** (i.e., platform keeps 45% of selling price).
- Propose **new MRPs** and **discount percentages** for each platform for September, ensuring:

- Prices are competitive compared to similar brands.
- Festive push is factored in (higher discounts on fast-moving SKUs).
- Show a comparison: **Current vs. Proposed Pricing**.

### 3. Festival Strategy

- Identify **which products/categories** should get higher discounts during September (festival season).
- Suggest **bundle offers or festive packs** to attract customers.

### 4. Revenue Impact Analysis

- Estimate **net revenue per pack** (after 45% margin) for each product under the new pricing.
- Compare **current net revenue vs. projected net revenue** for September.
- Highlight **which products will maximize overall revenue growth**.

### 5. Insights & Recommendations

- 4–5 bullet points on:
  - Which platforms are most price-sensitive?
  - Where can Sattviko undercut competitors?
  - How to **increase overall monthly net revenue** (pricing, discounts, bundles, promotions).

## Submission Format:

- An **Excel/Google Sheet/PDF** with:
  - Master consolidated data
  - Current vs. Proposed pricing
  - Net revenue calculations
  - Insights & Suggestions