

Question 1 : (30 marks)

Sales Analysis: (all 3 sub- problem done on this notebook)

The answer to the first question has been completed in the **sales_analysis.ipynb** notebook in this GitHub repository:
<https://github.com/KoKoustav/jar-internship>

Question 2: (10 marks)

App Exploration:

✓ Five things I found particularly effective:

- **Clean UI/UX** – The app feels visually appealing and simple to use.
- **Start investing with small amounts** – Allows users to begin with as little as ₹10, which is great for first-time investors.
- **Easy investment with a single tap** – Smooth and quick user flow makes saving effortless.
- **Quick onboarding process** – Minimal steps to sign up and get started.
- **Simple navigation** – Sections like gold savings, goals, and rewards are easy to locate and use.

🔧 Three areas that could be improved:

- **Unnecessary intro ad** – The app shows an ad when opening, but if someone has already downloaded it, they likely know what it's about; this feels redundant.

- **UI/UX can be refined further – A/B testing different design versions could help identify improvements in user flow and engagement.**
- **Limited financial insights – Could offer more breakdowns or graphs of savings and returns over time.**

Question 3: Product Exploration (10 Marks)

- 1. Introduce an in-app chatbot that can guide users through investment options, resolve doubts, and improve overall user experience — especially helpful for new investors.**
- 2. Expand beyond digital gold by adding or creating a separate section/app for investing in other asset classes like Nifty 50, mutual funds, or ETFs — using the same micro-investment model to dominate a broader financial market.**
- 3. Strengthen social media marketing by showcasing app credibility — like 4.7★ Play Store rating, 1M+ reviews, and 10M+ downloads — to build user trust and boost active user engagement.**
- 4. Gamify the saving experience by adding daily streaks, saving challenges, and rewards for consistency — to make saving money more engaging and habit-forming.**
- 5. Integrate financial learning modules within the app — short, easy-to-understand tips or videos to educate users on saving, investing, and building wealth, especially targeted toward first-time investors.**

