**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**](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.**

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### **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.**