

Data Analyst Intern - Task Document

Note:

- Understand the question, and hit it with crisp, witty precision- Data deserves better
 - Showcase your data sense, not copy-paste fingers (No AI scarping party here)
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Task 1 : Data Dashboard And Report

Sample data contains sales data for two months: Analyze the data and provide a detailed report with as many insights as possible. Check the mail attachment for the data file in the name of "Sample Data 2.xls"

Task 2 : Case Study

Case 1 :

A product-based company has experienced a continuous revenue decline over the past five months. The CEO wants a **comprehensive diagnostic analysis** to uncover the root causes. The focus should be on understanding **key metrics**, evaluating **product performance**, and assessing the contributions and efficiency of each team, including Sales, Marketing, Product Development, Branding and Customer Support.

The CEO also wants insights into **external factors**, such as market trends and competitor dynamics, to determine their role in the revenue decline. The goal is to provide actionable recommendations to address the root causes and create a sustainable strategy for recovery.

Question :

1. Read and understand the case, then list all the Key Performance Indicators (KPIs) you will check for this data analysis (product-wise and team-wise).
 2. If you're conducting employee-level analysis for each team, what factors and data points would you check to grade their performance?
 3. How would you handle Root Cause Analysis (RCA) as a Data Analyst? Provide a short scenario based on your knowledge and explain the steps involved.
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Task 3 : Case Study

A group of tables and charts from a common database are attached in three different sheets in RandomData-123-.xlsx Find out which database it could be, and describe the data points from a **business and product POV.**

Apart from the data points , what can you figure out here ?