BI Intern Assignment

You are given a dataset containing **activity data of shops** using a business management app. The data includes sales, transactions, app usage, and subscription information across different shop types and cities.

Dataset: Task_dataset.csv (2,000 rows)

Task 1:Google Sheets / Excel

Objective: Evaluate your ability to explore data, use formulas, and summarize information clearly.

Tasks

1. Import the dataset into **Google Sheets or Excel**.
2. Create the following summaries:
   - Total sales amount by **date**
   - Total sales amount by **shop type**
   - Average transactions per **shop**
3. Create at least **two Pivot Tables**:
   - Sales amount by **city**
   - Subscription purchased count by **shop type**
4. Create **one chart** (bar/line/column your choice) that best explains overall business performance.

Task 2: SQL

Assume the dataset is available as a table named:shop_activity
You may use MySQL / PostgreSQL / BigQuery-style SQL.

Q1. Daily Performance Classification
Write a SQL query to:

- Show date
- Total sales amount
- Total transactions
- Classify activity type as **good** or **bad** or **worst**

(You may define your own logic for classification based on sales or transactions.)

Q2. New vs Existing User Analysis
Write a SQL query to compare **new users vs existing users** in terms of:

- Total sales amount
- Number of shops
- Subscription purchases

Q3. Subscription Conversion by Shop Type
Write a SQL query to calculate:

- Subscription conversion rate by **shop type**

Q4. City Performance
Write a SQL query to:

- Find the **top 5 cities by total sales**
- Only include cities where **at least one subscription was purchased**

Task 3: Business Insights

Answer the following questions. Use the query results from Section B to support your answers.

1. Which shop type appears to be the most valuable for the business? Why?
2. Do new users or existing users contribute more to total sales? What does this imply?
3. Suggest one business or product improvement based on the data.

Submission Requirement

You must submit **one single PDF file** containing all sections below.

Section A Google Sheets / Excel

- Public Google Sheet link (view access enabled)
- Screenshots of key pivot tables and charts used

Section B SQL

- Written SQL queries for all questions
- Screenshot of query results with **at least 5 rows visible** for each question

Section C Business Insights

- Written answers to all insight questions

All sections must be combined into **one PDF only**. Multiple files or links will not be accepted.

Good luck!