Assignment for Business Analyst Intern @Jar

You have been given a data set to analyse and answer the following questions:

Candidate can answer the questions by using any technical tool (Excel, Python)

Data Set: [Kindly find an attached copy in the email]

Question 1 : (30 marks)

Sales Analysis:

Part 1: **Sales and Profitability Analysis**

- Merge the List of Orders and Order Details datasets on the basis of Order ID. Calculate the total sales (Amount) for each category across all orders.

- For each category, calculate the average profit per order and total profit margin (profit as a percentage of Amount).

- Identify the top-performing and underperforming categories based on these metrics. Also, suggest reasons for their performance differences.

Part 2: **Target Achievement Analysis**

- Using the Sales Target dataset, calculate the percentage change in target sales for the Furniture category month-over-month.

- Analyse the trends to identify months with significant target fluctuations. Suggest strategies for aligning target expectations with actual performance trends.

Part 3: **Regional Performance Insights**

- From the List of Orders dataset, identify the top 5 states with the highest order count. For each of these states, calculate the total sales and average profit.

- Highlight any regional disparities in sales or profitability. Suggest regions or cities that should be prioritized for improvement.

Question 2 : (10 marks)

App Exploration:

Explore the features and user experience of the Jar app. Highlight five things you found particularly effective and user-friendly. Additionally, identify five areas where improvements could be made, providing your reasoning for each suggestion.

Question 3: (10 marks)

Product Exploration:
The Jar app provides users with an innovative way to save and invest in digital gold, starting with as little as ₹10. It automates savings and investments, making financial planning seamless and accessible. As the first Made-in-India app to pioneer such a solution, Jar has successfully created a niche in automated savings and investment.

Building on its strong foundation and leveraging its existing user base and trust, what are some new business opportunities Jar could venture into, to expand its offerings and enhance user engagement? Discuss how the app can utilize its strengths, such as automation, a user-friendly design, and established credibility, to seamlessly integrate these new services, deepen its value proposition, and achieve significant milestones in the financial ecosystem.