Hope you are doing well.

Since you have applied to our Business Analyst Internship your profile matches our with the position. please help me do the further needful mentioned below to take our interview discussion forward. [Click here for Job description for your reference](https://docs.google.com/document/d/1AwMGjm7EK4DKkliNeOCIFl4ctns9qMol/edit?usp=sharing&ouid=100055152209082658956&rtpof=true&sd=true)



As discussed, kindly find the Business Analytics assignment mentioned below. Please help me submit the same latest by 3 working days.

**Assignment Title: "Data Analysis and Insights for different page Optimization & How to get more user install & Engagement from the App & Website"**

**Assignment Description:**

As an intern in the Business Analytics team, your task is to analyze a provided dataset and generate actionable insights to optimize page performance for a fictional company called "XYZ Inc." The dataset contains user data from various regions, customer demographics, product information, and marketing campaign details. Your objective is to identify critical factors influencing Data Analysis and Insights for different page Optimization and how to get more user installation and engagement from the App and website " User" and propose recommendations for improving performance.

Assignment:

**Data Exploration:** Familiarize yourself with the dataset and its structure

* Identify the key variables available for analysis.
* Clean and preprocess the data as needed (e.g., handling missing values, and data formatting).

**Descriptive Analysis:**

* Conduct an exploratory data analysis to gain insights into the dataset.
* Identify sales trends, patterns, and outliers.
* Create visualizations (e.g., charts, graphs) to present your findings effectively.

**User Installation & Engagement Performance Analysis:**

* Analyze the relationship between the User and factors such as region, customer demographics, and product attributes.
* Identify the most significant factors influencing sales and their impact.
* Determine any correlation or causation between variables and sales performance.

**Marketing Campaign Analysis:**

* Evaluate the effectiveness of past marketing campaigns.
* Analyze campaign metrics (e.g., conversion rates, ROI) and their impact on sales.
* Identify successful campaigns and areas for improvement.

**Recommendations:**

* Based on your analysis, propose actionable recommendations to optimize sales performance.
* Provide a strategic plan highlighting areas to focus on (e.g., target specific customer segments, modify marketing strategies, improve product offerings).
* Support your recommendations with data-driven insights and explain the expected benefits.

**Deliverables:**

* A detailed report summarising your analysis, findings, and recommendations
* Visualizations (charts, graphs) to support your analysis.
* Any additional code or scripts used for data preprocessing, analysis, or visualization.

**Evaluation Criteria:**

* Demonstrated ability to analyze and interpret data.
* Clarity and structure of the report.
* Creativity and effectiveness of data visualizations.
* Quality and relevance of insights and recommendations.
* Attention to detail in data cleaning and preprocessing.

**Duration to complete Assignment:- 3 Working Days**

Note: You can use an attached dataset for providing the report

I hope this helps