# Reporting Analyst - Assignment Description

1. **Data Access:**
   o Open the attached Excel sheet to access the dataset.
2. **Data Sanitization:**
   o Inspect the dataset for any inconsistencies, missing values, or outliers.
   o Perform necessary data cleaning (e.g., removing duplicates, filling or imputing missing values, and standardizing formatting). Document the sanitization steps in the report for transparency.
3. **Analysis Objectives:**
   o Derive statistical insights that are meaningful to both customers and internal stakeholders.
   o Examples of insights include:
      ▪ Trends over time.
      ▪ Any other insights you find relevant to the dataset.
4. **Visualizations:**
   o Use graphs, charts, or dashboards to present the insights in a clear and engaging manner.
   o Include at least **three types of visualizations** such as bar graphs, line charts, and pie charts (or others depending on relevance).
   o Annotate visualizations with brief explanations to guide the audience.
5. **Tools & Methodology:**
   o Use any tools of your choice for data sanitization, analysis, and reporting (e.g., Excel, Python, R, Tableau, Power BI).
   o Provide a brief explanation of why you selected the specific tools/methods.
6. **Deliverables:**
   o A structured **report document** that includes:
      ▪ A summary of the dataset (after cleaning).
      ▪ Steps followed for sanitization.
      ▪ Key findings/statistics relevant to both customers and stakeholders.
      ▪ Visualizations with captions and explanations.
      ▪ Recommendations based on the insights (if applicable).
   o Optionally, include the cleaned dataset and/or the tool-generated project files for review.
   o **Report must be shared in PDF version in addition to any other files you find as relevant.**

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## Evaluation Criteria

- **Completeness:** Does the report cover all parts of the assignment?
- **Relevance:** Are the insights meaningful and actionable for stakeholders?
- **Clarity:** Is the report well-structured, and are visualizations easy to understand?
- **Accuracy:** Are the data sanitization and analysis steps thorough and correct?
- **Creativity:** Are the chosen examples and insights uniquely valuable?

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## Submission Guidelines

- Deadline: Per Email / Call instructions
- File format: Submit the report in PDF/Word format along with any supplementary files (e.g., Excel files, scripts, etc.).
- Delivery: Share the files via email