

Case1: While working as an analyst for a superstore, it has been analyzed that many customers feedbacks are not satisfactory regarding the delivery of product. Customers complaints and feedback leads to check the delivery status of products. So, following insights needs to be checked regarding the problem.
(10 marks)

TASK: Give recommendations (*In Yes/No, If Yes then mention the observatory parameters for it.*)

- i Are customers getting their products delivered in the same mode as they have selected?
- ii Are customers priority is being in taken care?
- iii How many times customer faced problem during product delivery?
- iv Do late delivery lead to returning of the product?
- v Does delivery to some define regions or state have delivery problems?

Case2: Every Company wants to increase their sales and accordingly they plan their strategies of giving discounts and earning no. of users.
(10 marks)

TASK: Give recommendations (*In Yes/No, If Yes then mention the observatory parameters for it.*)

- i More Discounts more Sales.
- ii More Discounts more Profit.
- iii Early Delivery more Sales
- iv More Products more Sales
- v Bigger Market more Sales

Case3: Consider you are an analyst your client holds a superstore that is 4 years old store and have branches in different part of the world. Your client wants to earn more profit and wants to expand the business geographically for next 2 years.
(10 marks)

TASK: Provide clear picture to your client that in which part of globe he should invest to earn more profit.