**What does the Analytics function do?**

The Analytics function analyzes the data from various teams to identify patterns, trends and insights that inform decision-making and improve business performance.

# General Guidelines

Your case study submission will be used to shortlist you for subsequent rounds. You can submit your solutions using any tools you like (Excel, Tableau, Slides etc.)

# Case Study Brief

You are working with the new head of customer experience, who is trying to understand why returns happen. The analytics team's current practice is to answer questions and present data in a way that addresses the audience's three main concerns:

* What happened?
* Why does it matter?
* What should we do next?

You have been provided with a dataset containing deliveries from a few days in the cities of Peshawar and Gujranwala.

The goal of this exercise is to demonstrate your ability to work with a relatively large dataset, extract meaningful insights, and present those insights to stakeholders.