



Launchpad 2023 - Analytics Case Study

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 at Bazaar.

What do we look for?

We're looking for someone who can generate insights, communicate effectively, and solve the toughest problems. Someone with a knack for creativity and isn't afraid to step out of their comfort zone to get things done. And most importantly, someone who knows how to have fun while working.

If you've got it all, get ready to come on onboard!

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.



If there are any questions and concerns, please feel free to email us at **zorain.chaudhry@bazaartech.com**. Just a reminder that we are looking for candidates who want to learn, grow, and bring value to Bazaar. Moreover, we will take a deep dive into this case study during the interview rounds, good luck with the process!