**Case Study**

**Description:**

XYZ Company Pvt Ltd, a leading manufacturer of television sets in India would like to understand how to increase sales of their television sets in the country. Their marketing team has done some in-depth analysis on the penetration of television sets in Indian households. According to this data the state of Bihar has the lowest penetration of television sets in the country. The Marketing Manager would like to understand how to enhance the sales of their television sets in Bihar.

**Business Problem:**

Specifically, the Marketing Manager would like to understand the factors that drive TV ownership in Bihar

**Data Sources to be used for analysis:**

Penetration of TV in Indian households as per Census of India 2011

*Refer to Table\_HL 14 – Percentage of households to total households by amenities and assets - http://www.censusindia.gov.in/*

**Assignment:**

1. Write an approach note (with detailed steps of methodology) by which you can identify drivers of TV ownership in Bihar.
   1. The approach note should contain the following:
      1. Steps involved in the methodology to identify drivers of TV ownership in Bihar
      2. At each step mention whether a statistical technique will be used, the name of the statistical technique and why?
2. Perform appropriate analysis of the data to identify drivers of TV ownership.
3. Present the drivers of TV ownership

**Note:**

* You are free to use any other data sources in addition to the one provided above
* Please work out the assignment as a presentation in PowerPoint format
* Please email the assignment to [mahesha.sahoo@mnmck.com](mailto:mahesha.sahoo@mnmck.com) and <pratik.palekar@mnmck.com>
* If selected for the Interview round, this assignment will need to be presented to the Interview Panel
* You may be required to present your data and analyses during the interview. Please keep all your data and analysis organized in the laptop/PC you are going to use in your interview.