TECHNICAL ASSESSMENT
FOR

<div style="text-align:center">

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SAADAA
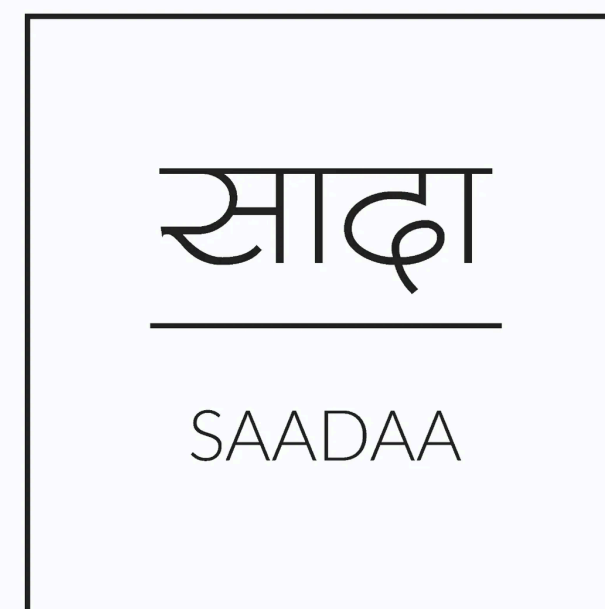
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SUBMITTED BY:
SAKSHI AGARWAL
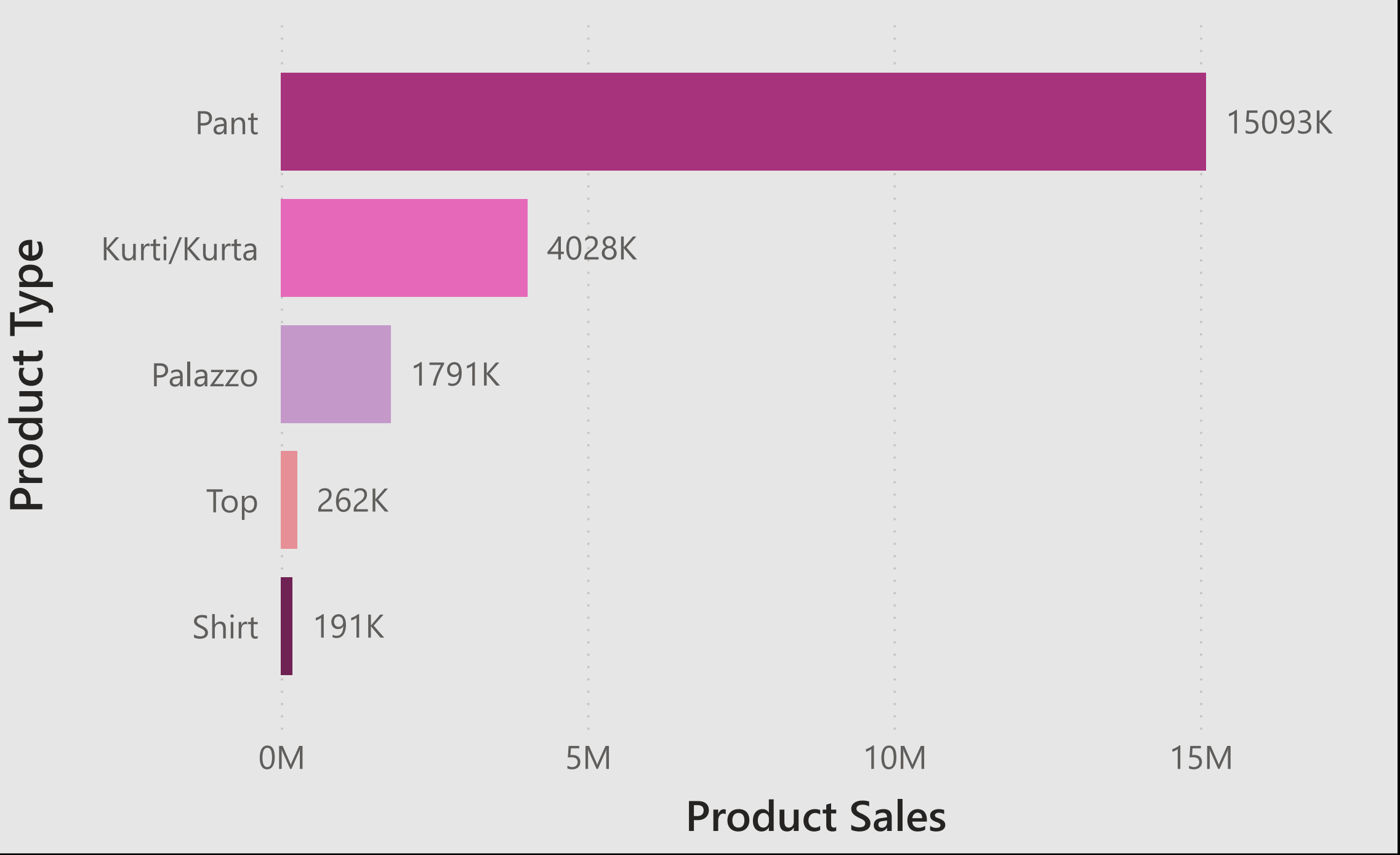**DATA ANALYST CANDIDATE**

DATA CLEANING AND TRANSFORMATION IN POWER BI

Converted String to Whole Number: Columns like Sessions - Total, Page Views - Total, Units Ordered, and Total Order Items were converted from strings to decimal for accurate numerical analysis.
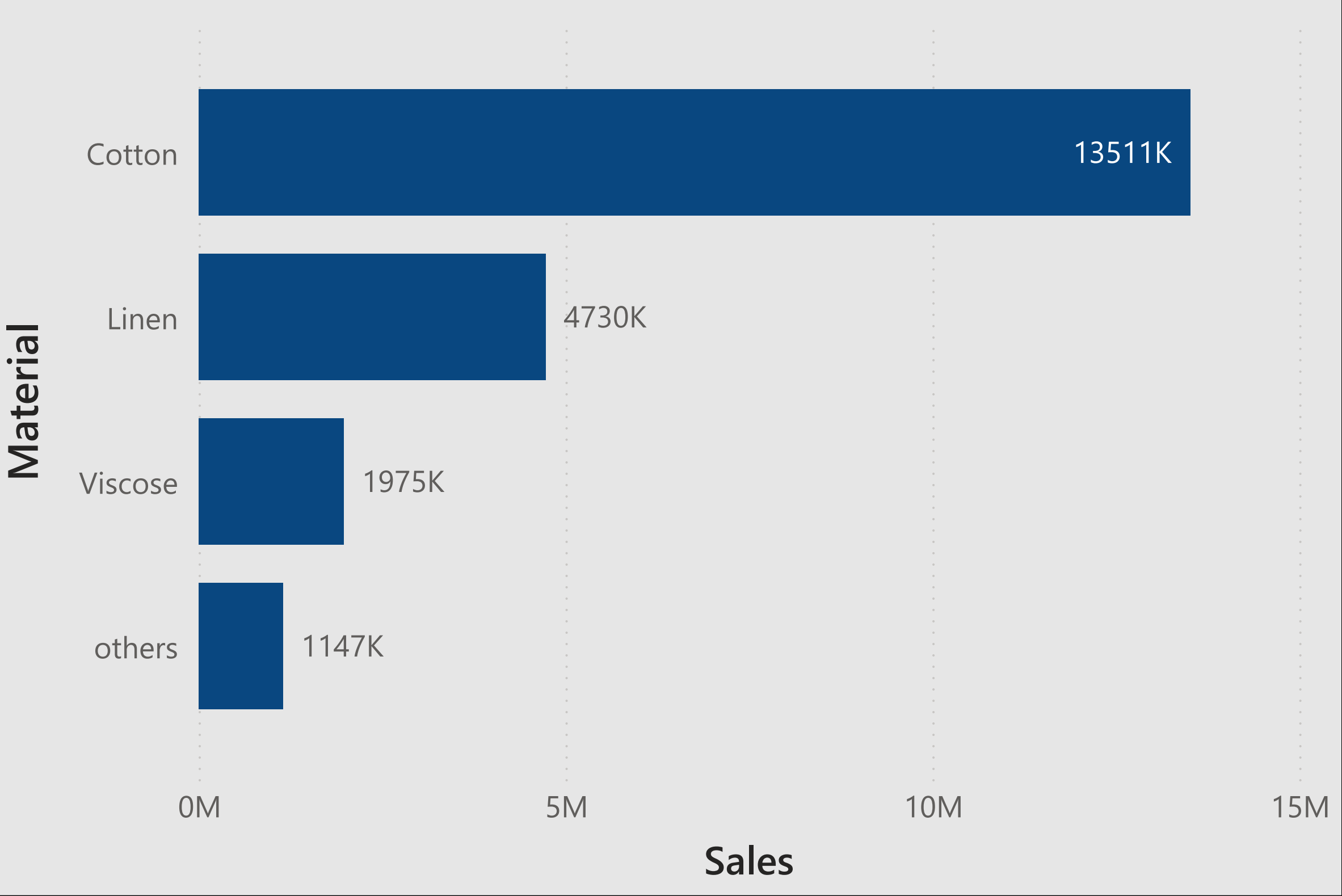
Processed Currency Columns: The Ordered Product Sales and Ordered Product Sales - B2B columns were cleaned by removing the currency symbol (₹) and commas, then converted to decimal for financial reporting.

Title Characterization: During the data preparation phase, I parsed and categorized the product titles into three key attributes: product type, size, and material type. This allowed for a more detailed analysis by breaking down complex product titles into meaningful categories, making it easier to identify trends in specific product types, sizes, and materials.

Sales Performance by Product Type

Product Type	Product Sales
Pant	15093K
Kurti/Kurta	4028K
Palazzo	1791K
Top	262K
Shirt	191K

Sales Performance by Material type

Material	Sales
Cotton	13511K
Linen	4730K
Viscose	1975K
others	1147K

Comparison of B2C Sessions vs B2B Sessions by Product Type

Relationship Between Total Sessions and Units Ordered for Each Product

Units Ordered

20K

15K

10K

5K

Kurti/Kurta

Palazzo

Shirt Top

0K

0.0M   0.2M   0.4M   0.6M   0.8M

Sessions
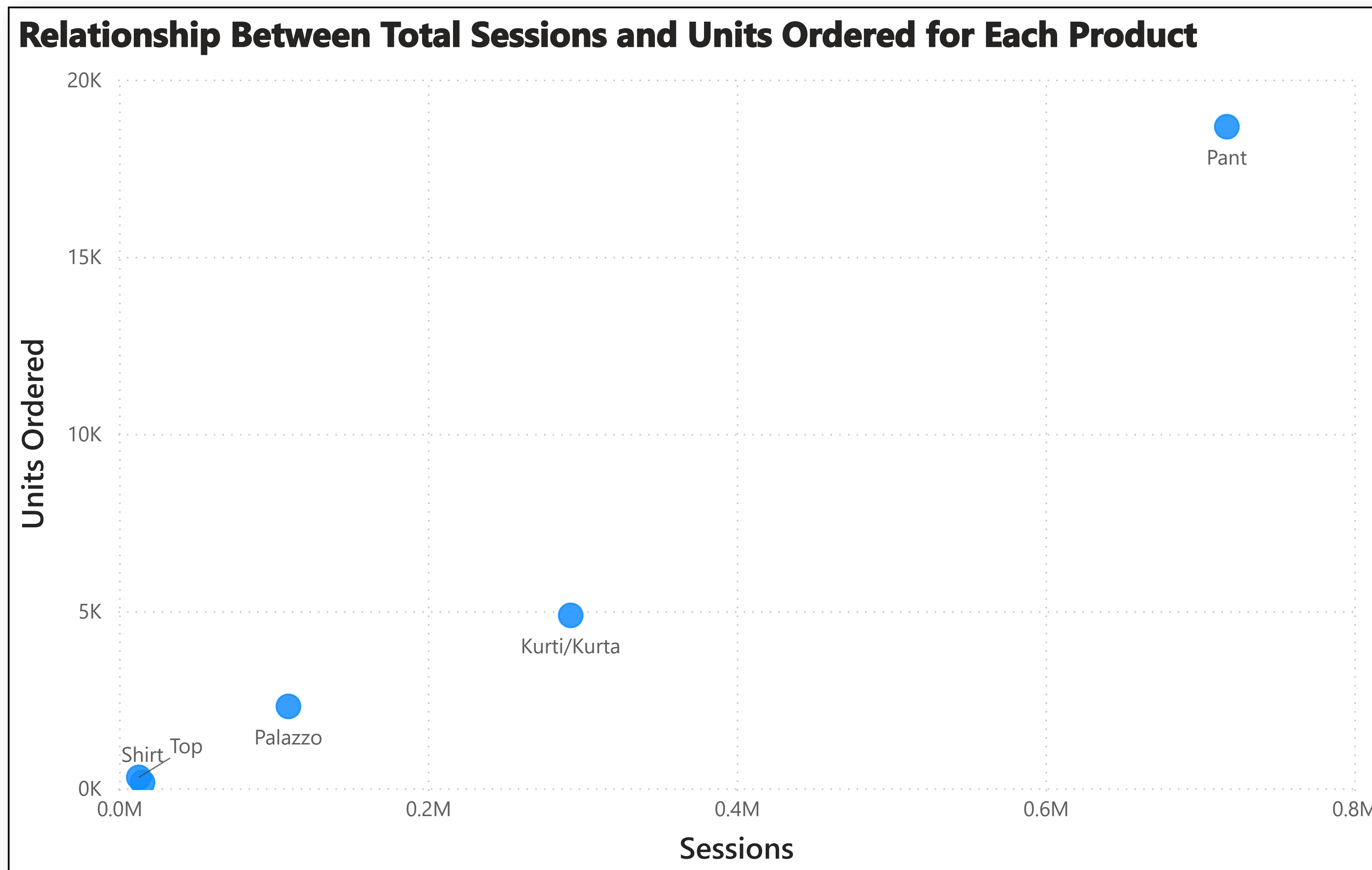
Pant

INSIGHTS

Sales Performance by Product and Material Type:
Pants and Cotton products are the top performers in terms of sales. This indicates a strong customer preference for these items, both in terms of product type and material, which can be further leveraged to boost sales.

Comparison of B2C Sessions vs. B2B Sessions by Product Type:
Across all product types, B2B sessions are significantly lower compared to B2C sessions. This suggests untapped potential in the B2B market that could be explored by targeting businesses with specialized marketing strategies and product offerings.

Relationship Between Total Sessions and Units Ordered:
There is a clear correlation between higher total sessions and increased units ordered, reaffirming that customer engagement directly translates into sales. Increasing session numbers through targeted engagement strategies can result in higher order volumes.

Recommendations for Growth

Capitalize on High-Performing Products and Materials:
Prioritize marketing efforts and stock management for pants and cotton products. Consider introducing new designs or product lines within these categories, and explore opportunities to bundle or promote them together to maximize revenue.

Expand B2B Market:
Since B2B sessions are low, there is an opportunity to drive growth in this sector. Focus on creating tailored offerings, volume discounts, and dedicated marketing campaigns to attract business customers, especially for high-potential product categories like pants and cotton.

Increase Customer Engagement for Higher Sales:
To boost total sessions, enhance digital marketing efforts such as targeted advertisements, SEO, and customer engagement strategies across both B2C and B2B platforms. Improved engagement will likely lead to higher order volumes, as indicated by the strong correlation between sessions and units ordered.