

Technical Assessment for Data Analyst Role

Your profile has demonstrated excellent potential to drive data-driven decision-making here at सादा / SAADAA.

Purpose of the Assessment: This assessment aims to evaluate your data analysis, visualization, and insight generation capabilities. We are keen to see how effectively you can analyze product sales and customer engagement metrics, identify trends, and present insights that could help SAADAA improve its business performance.

Task Overview:

You are provided with a dataset representing product sales and customer engagement metrics. Your task is to:

1. **Data Analysis:** Analyse the provided data to identify key trends and patterns.
2. **Data Visualization:** Create visual representations of the data to highlight your findings.
3. **Insights:** Based on your analysis, provide insights that could help improve business performance or decision-making.

Instructions:

1. **Data Gathering:**
 - Review the provided dataset to understand the key variables (e.g., ASIN, Sessions, Units Ordered, Sales, etc.).
2. **Data Analysis:**
 - Identify top-performing products based on Units Ordered and Ordered Product Sales.
 - Identify trends in session performance (e.g., total sessions vs. B2B sessions).
 - Provide insights on how customer engagement (e.g., sessions, page views) correlates with units ordered and sales.
3. **Data Visualization:**
 - Use a data visualization tool of your choice (e.g., Python, Tableau, Power BI) to create visual representations of the data.
 - Provide at least 3 key visualizations that could be used to present the data to stakeholders. Examples include:
 - A bar graph comparing units ordered across different products.
 - A line graph showing session trends over time.
 - A scatter plot showing the relationship between customer sessions and ordered product sales.
4. **Insights and Recommendations:**
 - Summarize your findings based on the data and visualizations.

- Provide actionable insights that could help the business improve its performance.
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What Will We Look At?

- **Data Accuracy:**
 - Your ability to analyze and extract meaningful information from the dataset.
 - **Visualization Quality:**
 - How well your visualizations convey the data trends and patterns to stakeholders.
 - **Insightfulness:**
 - The depth and relevance of your insights, and how they can drive better business decisions.
 - **Actionability:**
 - How realistic and impactful your recommendations are for improving SAADAA's business performance.
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Submission Details:

- **Dataset Link:**
[Access the dataset here](#)
 - **Submission Format:**
Compile your findings, visualizations, and recommendations into a report or presentation. You may submit your analysis as a PDF, PowerPoint, or Excel file, including your visualizations and insights.
 - **Submission Deadline:**
Please submit your completed task within **3 days**. If there is a delay, kindly inform us via email and provide an updated timeline.
 - **How to Submit?**
Submit your completed assessment via email to yasir@saadaa.in / shrishti@saadaa.in and cc hr@saadaa.in
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We look forward to reviewing your analysis and seeing how your data-driven approach can enhance SAADAA's decision-making!