MARKET ENTRY ANALYSIS BY – SOLOMON D

CASE STUDY:

The case study given in this Project is related to the mobile manufacturing sector. You have to assist a Chinese mobile manufacturing company to decide whether or not to enter into the Indian market; this is done by analyzing sample data over two major cities to understand the sales pattern. This will help you understand how data-driven decision-making can help you expand sales and achieve a minimum amount of revenue from the operations in the new country.

PROBLEM STATEMENT:

INTRODUCTION;

Solving this case study gave you me an idea of how real-life business problems are solved. In this case study, I applied the techniques that I have learnt in EDA and market-basket analysis. I also developed a basic understanding of the manufacturing sector and how data helps expand and generate revenues from new operations.

BUSINESS UNDERSTANDING;

* This project is based on an example of a mobile company, XYZ Mobiles, which is both the manufacturer and the supplier. The company caters to customers across all market segments. It has phones that target all customer classes and is quite popular in the Chinese market.
* The company sees India as a key opportunity to expand its sales; it has been tracking the Indian market for over a few years. Let’s visit the reasons why the company is interested in the Indian market.
* XYZ Mobiles believes that the Indian market is quite similar to the Chinese market where the company currently operates. Before entering the new market, the company wants to be sure that the whole process will be profitable for them. Hence, you are given the task of checking for the following conditions that must be fulfilled in the Indian market for the company to enter:

1. Sale of a minimum of 12,000 phones over the sample data in one year
2. Collection of at least ₹20crore over the sample data in one year

* Based on the data from both the Chinese and Indian markets, your task is to help the company decide whether or not it should enter the Indian market. Since you can’t analyze the entire Indian and Chinese markets, the company has asked you to analyze sample data from two major cities, one from each country, to understand the sales pattern. Therefore, you are provided with the data for Shanghai and Mumbai.

(DATA DICTIONARY)

* ID: Unique order ID of the last purchase
* CURR\_AGE: Customer’s age in years
* GENDER: Male or female
* ANN\_INCOME: Customer’s income in Chinese Yuan (Assume 1 Yuan = approx. ₹10)
* CITY: Shanghai
* AGE\_PHN: Age of the customer’s mobile phone (in days) (if a new phone is purchased, the previous mobile phone’s age is used)
* PURCHASE: Confirmation of whether the individual has purchased

BUSINESS OBJECTIVES:

The company would want you to first analyze the data for customers in China. Then, based on the results and findings, you will try to predict the scenario in the Indian market. In the following segments, every task will be discussed in detail for you to reach the final decision.