**Case Study**

ABC.com is an eCommerce company selling products across India. The provided datasets capture some details about their operations

**Case Statement**

Prepare a presentation giving an overview of the eCommerce company and its sales in India.

Among other things of interest in the presentation, identify the products which should be considered for promotion/discount. Will the promotions lead to an impact on sales of other categories? Explain your approach for the solution.

If you are a Pricing/Promotions Manager in the eCommerce company, and you need to decide about new product launches in addition to the categories/sub-categories that are already there, what data and analysis will you use (make suitable assumptions related to the additional data that might be required)?

Below are some notes about various files:

**List of Orders - Region**

The column names are self-explanatory; feel free to make relevant assumptions

**Order Details**

Maps the OrderID to the relevant details (Category, Sub-Category). The Order quantity (units) and price per unit (INR) are provided. The column names are self-explanatory.

**Inventory Details**

The sheet captures the available inventory across product category and sub-category as of 31st Jan. 2021

**New Product Launches**

Captures the new products launched from 1st Oct 2019 to 31st Dec. 2019

**Other considerations and guidelines:**

* Senior leadership team at ABC.com has a keen eye for detail, likes to see quality insights, presented, and storyboarded in a well-structured format
* Feel free to use any tool/language of your choice to do the analysis
* Your response must be in the form of a short presentation [30 mins presentation time] with supporting material in spreadsheets, other visualization tools as needed.
* In your presentation use the results of the analysis in designing a simple, but effective strategy to achieve the goal of the case study
* Please have any raw results in excel files or codes/scripts and submit the same.
* Present snippets of the analytics you performed with the data (We will be interested in the quality of insights you have to provide)
* Please make smart assumptions as needed basis the data findings and call out such assumptions.