

Assignment

Context:

You are provided with transaction data for multiple stores, which offer different products (SKUs). Your task is to analyze conversion trends at both the store and SKU levels to provide insights that can be used to improve overall sales performance.

Objective:

Analyze the provided data and identify key trends and patterns in store-level and SKU-level conversions. Propose recommendations based on your findings to improve sales performance at both levels.

- Dataset link - <https://drive.google.com/file/d/1vfXAP0iPUrItvC9LEyH8yZtqYP7n2FMA/view?usp=drivesdk>

Conversion Analysis

You are provided with a dataset that includes:

- Store ID
- SKU ID
- Total Visits (number of users who visited the store)
- Transactions (number of successful purchases made)
- Revenue (total revenue generated from transactions)

Tasks:

- Calculate the conversion rate at both the **store level** and the **SKU level** (i.e., Transactions / Total Visits).
- Identify top-performing and underperforming stores and SKUs based on conversion rates.
- Highlight 2-3 key trends related to store or SKU performance.
- Summary

Write a short (one-page) summary that covers:

- Key findings from the data analysis.
- Your recommendations and reasoning behind them.

SriMandir today has multiple business lines - Puja, Chadhava, Commerce, Travel and astro. Team today has only one PA taking care of all data requirements.

If entrusted with the task of designing the ideal team structure for the data team (business analysts/PAs/data analysts) how would you go about it?

