World of Data

# This task is to evaluate your ability to perceive, understand, question and learn from data.

You will see two excel sheets attached to this task. Each one is a real-life dataset from our clients, who are in the retail business.

The first row can be treated as the column headers.

There will not be any further instructions or hints in this task, as it is intended to evaluate abstract thinking and quick progression from data to business insights, which is a key skill.

This task does not have a separate time carved out for it, and it will have to be done in parallel with ongoing IMPACT tasks (Cue: Use all possible windows including said country’s independence days). This evaluations ties into many important decisions that your are aware of , for IMPACT.

# The expected output?

1. A 100 word overview in your own words of what this data is, how you would read it, and what information you get from it.
2. A one-slide alternate representation – How best can you present this data such that it is more readable and user friendly? The creative aspect of this is left to you, you can pick any mode, any tool, any aid to do this.
3. If this data were to become a story in tomorrow’s newspaper, what would be the headline and the sub-headline? Give 3 options for each.
4. Anything else you’d like to add in addition to above, for bonus credits.

Attached:

Insights Monthly data - May 2019.xlsx

Brand Sales Mar 2019.xlsx