

INSTRUCTIONS

1. Deliverable - A zip file containing:
 - Case study solution submitted in format of a PDF containing the solution of the questions given in the next page (Please enclose all codes/workings done to arrive at the result in the zip file).
 - Answer file for the last question.
2. Document Specifications:

Font: Times New Roman

Text size: Normal 12 points; Section/Sub-section Titles Size: Bold 12 points

Line Spacing: Single
3. Naming format of the .zip file: <Teamname_TeamLeaderName> (eg. Team Name : alphaQ || Team Leader name : Anant || File Name :<alphaQ_Anant>
4. Deadline for Submission: 23 October [Midnight - 11:59 p.m]
5. Any further developments shall be conveyed to the Teams.
6. Submissions: analyticssamanvay@gmail.com
7. Case study analysis once submitted will be considered final, and no case study will be accepted after the deadline.
8. The teams who qualify for the final round will be required to submit a PowerPoint presentation as and when the team is intimated.

CASE STUDY – KRUNCHH 2020

The marketing team of a large company named XYZ is exploring ways to improve their sales and market share. Hence, the management has contracted an Analytics firm to understand what factors they should focus on. Imagine you are an Analyst in this firm posed with a series of questions as given below:

Question One:

The Marketing Team has launched a campaign recently and they want to understand how well their campaigns are able to attract new customers.

Show the New Customer Acquisition on a trend line. During which period did new customers grow the most. During which period did it flatten?

Question Two:

The business wants to calculate profitability per business day.

They want to know how many days each month has been Profitable and Unprofitable.

Question Three:

The Customer Loyalty team wants to run some special campaigns for customers.

But they want to look at Cohorts.

For example - Cohort 2011 are people who purchased the first time in 2011, Cohort 2012 are people who purchased the first time in 2012 and so on.

Which Cohort should they run the campaign with, and why?

Question Four:

Create a Sales Forecast for the next 2 years.

Question Five:

Which are the Top 5 countries that have shown the best Sales CAGR?

The Strategy team feels that if we remove the Bottom 10 Percentile transactions - it will change the Top 5 countries ranking.

Validate this.

Question Six:

The company wants to determine quantitatively which customers are best by determining their recency, frequency and monetary values. (*Hint*: Run an RFM Analysis, show all the steps)

Question Seven:

From the analysis done on the dataset, provide recommendations for the company to increase their sales and market share.