

This assignment contains **three main files** plus this instruction note. Each file serves a different purpose.

1. Aditya Bajaria FinCar Finance Assessment Instructions.pdf (this file)

- **Format:** Word Document.
- **Purpose:** Explains what each file does and how to navigate them.

2. Aditya Bajaria FinCar Finance Assessment.ipynb

- **Format:** Jupyter Notebook (Python).
- **Purpose:** Data analysis and modelling.
- **Contents:**
 - Data cleaning and preparation.
 - Funnel performance calculations (Applications → Approvals → Funded).
 - Segment analysis by age, car type, area, loan range, deposit ratio, and LTV.
 - Affordability and pricing analysis (deposit effect, APR sensitivity).
 - Scenario modelling: expected uplift in funded loans (~400) from reallocating marketing focus to high-performing personas.
- **Navigation:** Open in Jupyter Notebook or any .ipynb viewer. Each section is clearly commented and executed sequentially.

3. Aditya Bajaria FinCar Finance Assessment.twbx

- **Format:** Tableau Packaged Workbook.
- **Purpose:** Interactive dashboards and visual storytelling for business stakeholders.
- **Contents:**
 - **Story 1:** Funnel Performance and Key Leakage.
 - **Story 2:** High-Value Personas and Segment Insights.
 - **Story 3:** Pricing, Affordability, and Growth Levers.
 - **Story 4:** Loan Amount & LTV Analysis (Affordability & Loan Size).
- **Navigation:** Open in Tableau Desktop or Tableau Reader. Use filters (Age Band, Car Type, Area, Deposit Ratio, LTV) to explore different customer segments. The story points guide the reader step by step through the analysis.

4. Aditya Bajaria FinCar Finance Executive Summary.pdf

- **Format:** PDF.
- **Purpose:** Concise one-page executive summary for business leaders.
- **Contents:**
 - Objective and methodology.
 - Key funnel and segment findings.
 - Affordability and pricing insights.
 - Actionable marketing recommendations.
 - Expected commercial impact (~400 additional funded loans).
- **Navigation:** Designed to be read independently without technical context.