

Case Study

Background

You have been hired as a **Data Consultant** for *Shadiyana*, a wedding services platform, to uncover valuable insights from their historic query data. The company aims to better understand customer preferences and vendor dynamics to make more informed decisions around marketing, product development, and sales.

You've been given access to [last year's data](#), which consists of two main sheets:

- **Customer Information Sheet:** Contains details of the queries made by customers. Such as the type of venue they were looking for, their event date, and guest count.
- **Vendor Information Sheet:** Includes vendor-specific details like their budget category and sub-area of operation.

Shadiyana team is aware that concepts like **customer persona**, **seasonal demand**, and **area-wise popularity** may be useful. But they are counting on you to figure out exactly what insights can be drawn from the data and how to act on them.



Contact info

Deliverables

- **Code File(s):** Python, SQL, or any other tool/script used for data analysis.
- **PDF Report:** A descriptive analysis or concise summary of the analysis and insights, written in a clear and actionable manner.

Evaluation Criteria

- **Quantity of Insights:** Breadth of useful information you extract from the data.
- **Quality of Insights:** Depth and relevance, surface-level stats won't score as much as actionable, strategic findings.
- **Curation & Communication:** Your ability to clearly present insights with context, charts and tables should be supported with short, insightful takeaways.

Submission Format

- Please submit your response in **PDF format** along with the script/code files.

Contact info

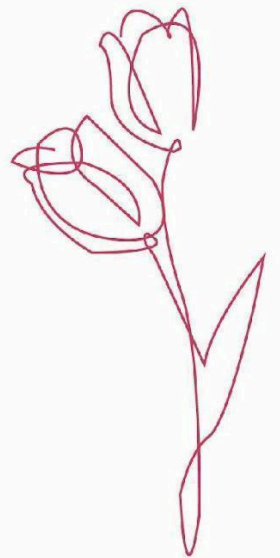




Deadline

Submit your responses via email to smaa.khalid@shadiyana.pk by **2nd October, 2025**.

- Please ensure all work is original. **No AI-generated responses** will be accepted.



Contact info

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 <https://shadiyana.pk/>

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