

Assignment: Data Analysis for Analyst Role

Objective: The purpose of this assignment is to analyze customer purchase data and derive insights related to product sampling and conversion rates.

Data Overview: The dataset contains information about customer orders, including:

- customer_id: Unique identifier for the customer
- order_id: Unique identifier for the order
- order_date: Date and timestamp when the order was placed
- productName: Name of the product purchased by the customer
- quantity: Number of items purchased
- sku: Unique identifier of the item
- sellingPrice: Selling price of the item
- brand: Brand of the product
- productType: Type of the product

Analysis Tasks: The candidate is expected to analyze the dataset and provide answers to the following:

1. **What is the attachment of the brand for which a sample was given?**
 - Analyze customer purchasing behavior to determine the correlation between sampled products and brand loyalty.
2. **What is the attachment of the product for which a sample was given?**
 - Identify how customers engage with specific products after receiving a sample.
3. **How much time does it take users to convert into buying the product after getting the sample?**
 - Calculate the average time taken by users to purchase a product after receiving a sample.

Expected Deliverables:

- A well structured analysis document with insights derived from the dataset.
- Clear visualizations (if necessary) to support findings. If using Excel, submit the Excel file; if using Python, submit the notebook.
- A summary of methodologies used to derive the insights.