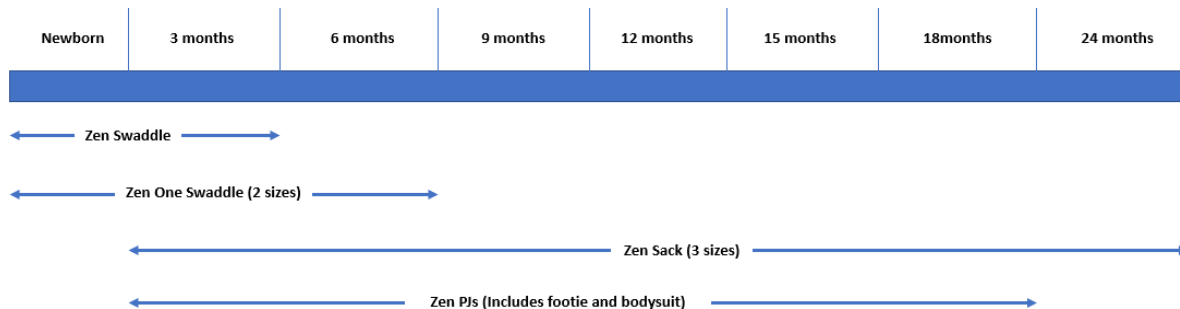


1. Data Analysis:

Background:

Since 2012 Slumber Nest has been a maker and marketer of infant and toddler sleepwear with a patented design. The Zen Sleepwear has a patented weighted design to add light pressure on baby's chest and sides to help them feel like being held in their parent's arms. The Zen Sleepwear product line comprises of Zen Swaddle, Zen One Swaddle, Zen Sack, Zen Footie and Zen Bodysuit which can be worn by babies up to 24 months. The below diagram explains the product usage for different stages



Given the background information and using data from [Business Intelligence Analyst - Question 1 Excel](#) please answer the following questions:

1. What products are bought frequently by the customers in a single order?
2. When a customer buys a Zen Swaddle or Zen One, what do they buy next?
3. After how many days of their first purchase, customers place a second or third order?
4. Where and how can the above information be used to increase sales? (extra points)

2. Data Visualization:

Background:

Slumber Nest recently launched new limited-edition prints and sells them through Website (DTC) and Amazon. (The launch date on Website was: 04/01/2021 and launch date on Amazon was: 04/26/2021). The company aims to sell thru all the units of limited-edition print within the next 3-months. Based on the historical data, the forecasting team anticipates the new limited-edition print units can be sold in the next 3-4 months, and therefore has shared low and high forecasted units' target. To achieve this, the marketing team has developed limited edition focused marketing activities and wants to monitor, how these activities are affecting the sell thru of the limited-edition prints. The team wants to have access to a dashboard that enables them to answer the following questions: ([Use Business Intelligence Analyst - Question 2 Excel](#))

1. What is the daily total limited-edition units sold and is that within the low and high forecasted unit target?
2. Which product category is being sold the most and how it is performing against the forecast?
3. Which new limited-edition print is being sold the most and how it is performing against the forecast?

The dashboard should be able to answer the above questions for both Website and Amazon channel

**Together with your responses please share the spreadsheets or raw files of other tools that you used to answer these questions*