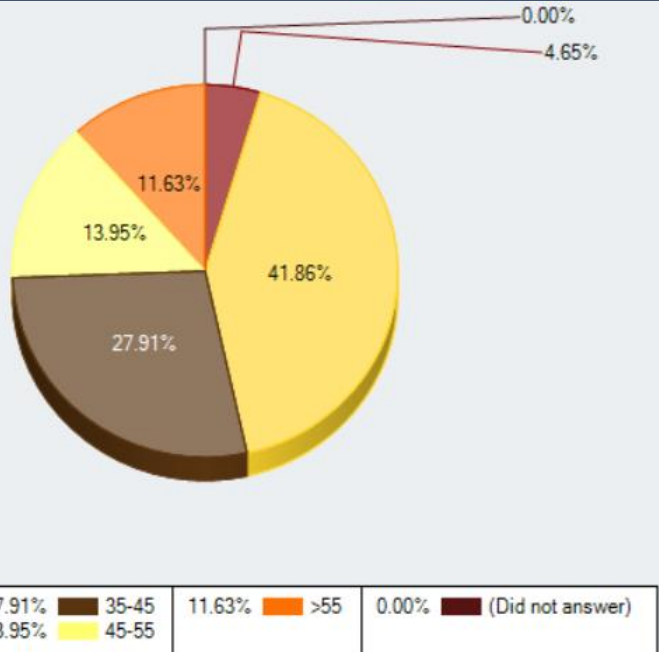Name: Sachin Bhat

Email id: bhat.sachin@gmail.com

Submission Date: 17-Sept-2019

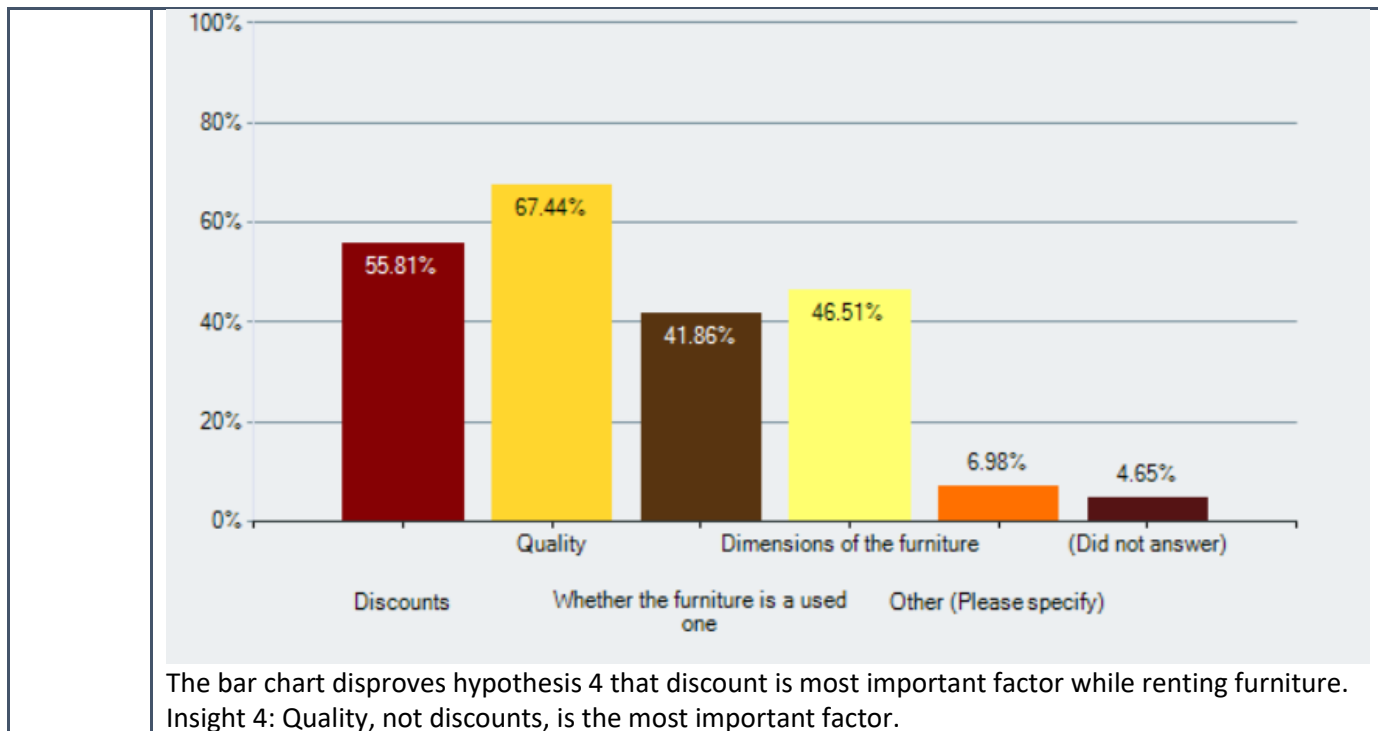| Question	State your hypothesis and objectives clearly. (Word limit: 100 words)
Response	Objective 1: Which age group people are more interested in renting furniture online? Hypothesis 1: People of age group 25-35 years are more interested in renting furniture online. Objective 2: Which income group is more likely to rent furniture online? Hypothesis 2: People earning between 0-12L annually are more likely to rent furniture online Objective 3: People of which region are more likely to rent furniture online? Hypothesis 3: People from Metro areas (Mumbai, Bengaluru, Delhi) are more likely to rent furniture Objective 4: What factor do people consider important while renting furniture? Hypothesis 4: Discount is the factor most important while renting furniture
Question	Identify and explain the method to find the population size, assuming the target audience as people between the ages of 24 and 35 living in Mumbai, Delhi and Bangalore. (Word limit: 100 words)
Response	I created a Facebook Ad where I created an Audience set of age 24-35years, working professionals, located in Delhi, Mumbai and Bengaluru, which gave me the following number. Population Size: 12,000,000
Question	Calculate the sample size taking the confidence interval as 95%, the margin of error as 10%, and the response rate as 10%.
Response	Sample size is calculated to be 35 (calculated from http://www.raosoft.com/samplesize.html) Response rate is 10% , so at least 35/0.1 = 350 people should be reached.
Question	Prepare a questionnaire suiting your objectives. Submit the link to the survey.
Response	https://survey.sogosurvey.com/r/dFTb8W
Response	https://drive.google.com/open?id=1pQJ28Br5MwkUaCKXZSuodNl0t-egcBnQ

Question	Conduct the survey among the target audience. [List down the different channels you have used to reach your target audience. Also, mention the number of respondents you surveyed. (Word limit: 50)]
Response	Channels used were mainly WhatsApp groups, Facebook and emails for people of all age groups. Received 43 responses
Question	Analyse the data collected, submit the insights inferred from the data, and give proper reasons for these insights. Based on these insights, explain how you can validate the hypothesis you framed in the beginning. (Word Limit: 150 Words)
Response	 This pie chart confirms Hypothesis 1 that people in age-group 25-35 are more interested in renting furniture online Insight 1: Target people of age group 25-35 years

| 46.51% ⬛ 0-12L | 11.63% ⬛ 20-40L | 2.33% ⬛ >40L | 4.65% ⬛ (Did not answer) |
| 34.88% ⬛ 12-20L | | | |
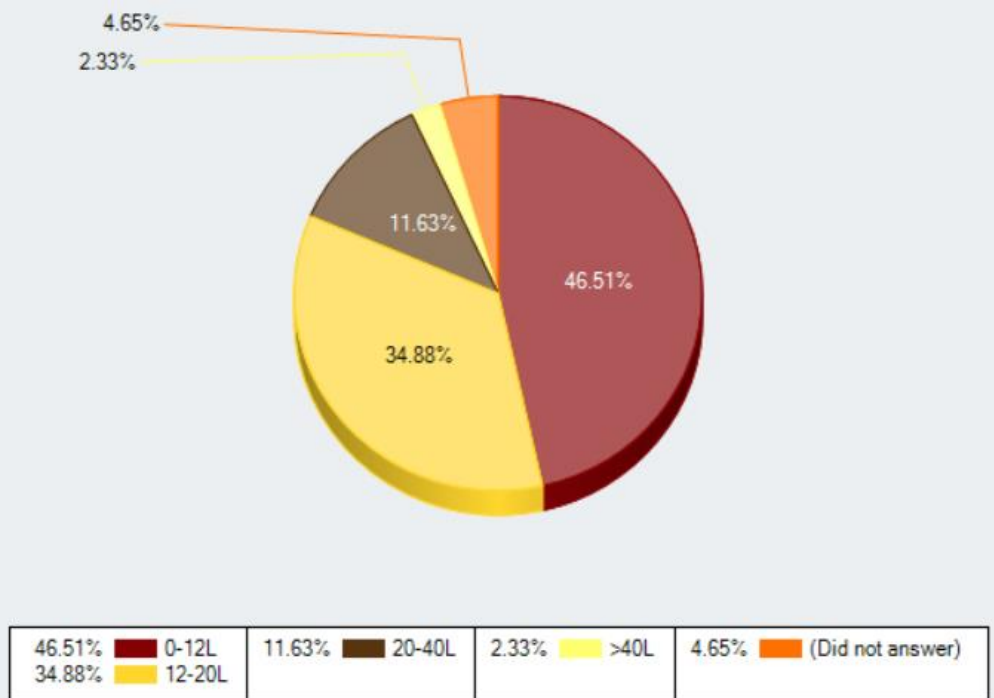
This pie chart confirms hypothesis 2 that people with income between 0-12L are more likely to rent furniture online. Insight 2: Target people of age group 25-35 who earn around 0-12L

| 27.91% ⬛ Mumbai | 20.93% ⬛ Bengaluru | 20.93% ⬛ Others | 2.33% ⬛ (Did not answer) |
| 27.91% ⬛ Delhi | | | |
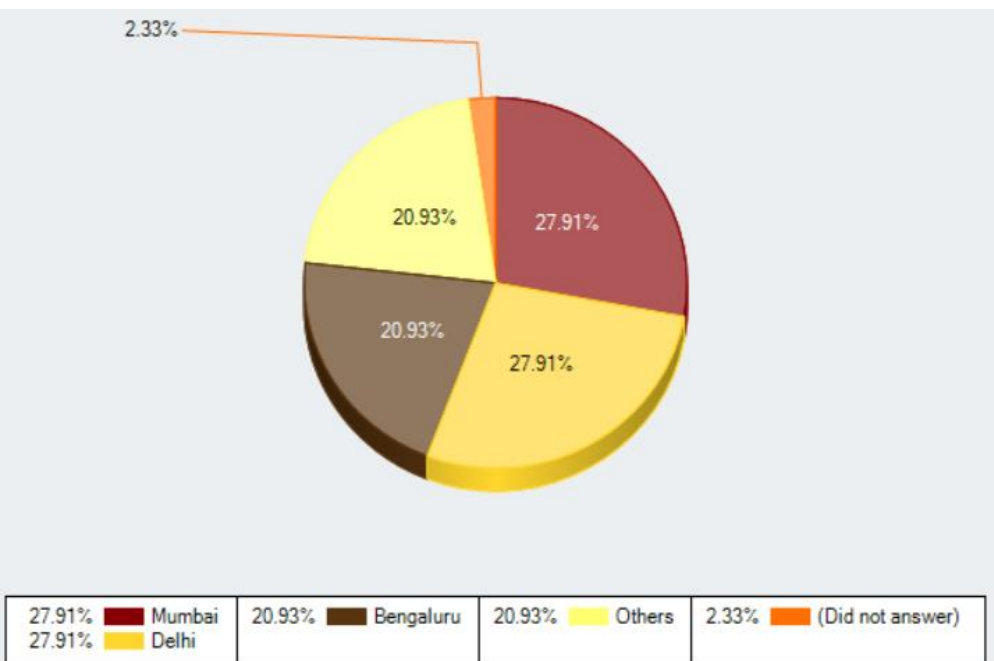
This pie chart confirms Hypothesis 3 that people from metro cities are more likely to rent furniture online. Insight 3: Target people in metro cities.

The bar chart disproves hypothesis 4 that discount is most important factor while renting furniture.
Insight 4: Quality, not discounts, is the most important factor.

Disclaimer