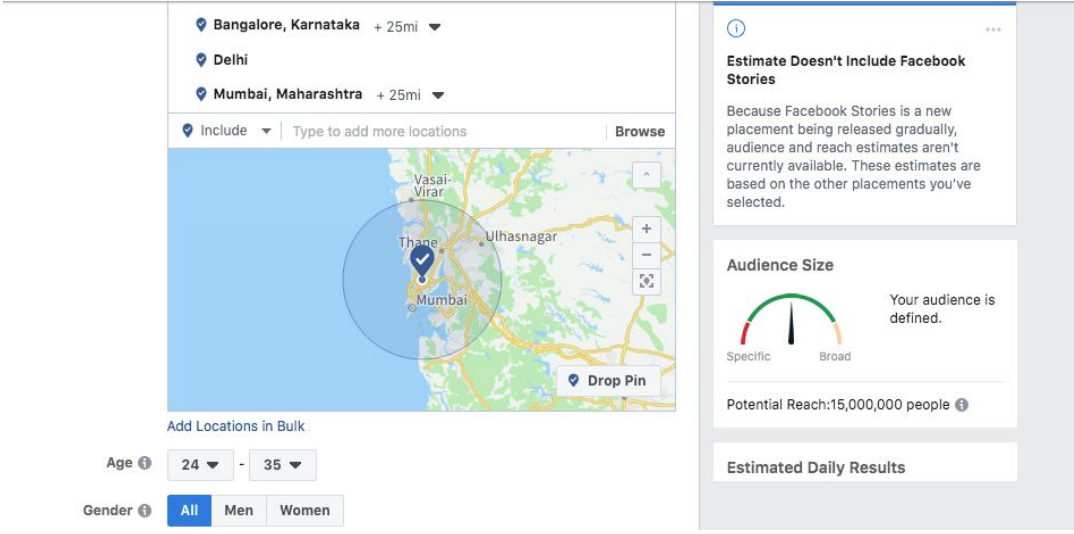



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Submission Date: 05-Jun-2019

Question	State your hypothesis and objectives clearly. (Word limit: 100 words)
Response	<p>Objective: To study the users' choices in Furniture rental space</p> <p>Hypotheses:</p> <ol style="list-style-type: none"> 1. People who are frequently relocating prefer to rent furniture 2. People who are staying on a sharing basis (with friends/flatmates) or in a small family like with just spouse/partner or alone, prefer to rent furniture. 3. People staying in rented accommodation rent furniture 4. Main reason why people would rent furniture is because it is in good condition and is low investment option. 5. Main reason why people would rent furniture is that there is flexibility to change it whenever they want.
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	<p>Calculating the sample size by Guesstimates:</p> <p>Total population in India = 1.3 billion Urban : Rural population = 70:30 So, In Urban areas, there are $1.3 \times 70/100 = 0.91$ Billion = 91 Million Assume that 40% of the Urban population stays in Bangalore, Delhi and Mumbai = $91 \times 40/100 = 36.4$ Million. Further, Assuming that the age group of 24-35 in the above Urban areas would be 40% So, $40/100 \times 36.4 = 14.56$ i.e., around 14 to 15 Million people – are from Delhi, Bangalore and Mumbai of the age group 24-35.</p>

	 <p>Using Facebook Ads Manager – this comes upto 15 Million people matching the criteria.</p>
Question	<p>Calculate the sample size taking the confidence interval as 95%, the margin of error as 10%, and the response rate as 10%.</p>
Response	 <p>Considering 95% Confidence Interval and 10% Margin of Error, the Ideal Sample size = 97.</p> <p>If the response rate is 10%, and the number of respondents is 97, then the total number of people to whom one should send the survey is $97/0.1 = 970$.</p> <p>Since, for our specific problem, we need a minimum of 40 responses, and the response rate is 10%. So, we need to send the survey to at least 400 people.</p>
Question	<p>Prepare a questionnaire suiting your objectives using Qualtrics. Submit the link to the survey.</p>
Response	<p>https://qtrial2019q2az1.qualtrics.com/jfe/form/SV_eCZqoFwsDdzo2d7</p>

Response	<p>Link to Qualtrics responses : https://qtrial2019q2az1.az1.qualtrics.com/responses/#/surveys/SV_eCZqoFwsDdzo2d7</p> <p>Link to Google Drive - Response report https://drive.google.com/open?id=1K1jt9ytjTJKrgw4txnwpOuvOQGpzvmUr</p>																																																																																																											
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	<p>Different channels used to reach audience:</p> <p>Twitter Facebook Whatsapp LinkedIn Word of mouth</p> <p>No. of Respondents from the total people surveyed: 52 Surveys completed by 47.</p>																																																																																																											
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	<p>Insights drawn: (from age group of 24-35 and living in Delhi/Bangalore/Mumbai) There are 29 respondents matching this criteria out of the total 52 surveyed and 47 who completed the survey .</p> <p>A cross tab report is given below which shows the main reasons for renting furniture from the survey responses.</p> <table><tr><th colspan="2" rowspan="2"></th><th colspan="5">Specify one main reason why you would rent furniture?</th><th rowspan="2">Total</th></tr><tr><th>Frequent relocation</th><th>Staying on sharing basis with friends/flatmates</th><th>If it is of good quality and is a low-investment option</th><th>Flexibility to change furniture whenever I want and have more variety</th><th>Staying in a rented accomodation</th></tr><tr><td rowspan="3">What type is your accomodation?</td><td>Owned</td><td>3</td><td>0</td><td>2</td><td>1</td><td>1</td><td>7</td></tr><tr><td>Rented</td><td>5</td><td>1</td><td>6</td><td>1</td><td>5</td><td>18</td></tr><tr><td>Total</td><td>8</td><td>1</td><td>8</td><td>2</td><td>6</td><td>25</td></tr><tr><td rowspan="5">Who else stays with you?</td><td>Only Spouse/Partner</td><td>4</td><td>0</td><td>4</td><td>2</td><td>1</td><td>11</td></tr><tr><td>Family (including parents/kids/others)</td><td>2</td><td>0</td><td>2</td><td>0</td><td>3</td><td>7</td></tr><tr><td>Friends or Flatmates</td><td>1</td><td>1</td><td>2</td><td>0</td><td>1</td><td>5</td></tr><tr><td>None</td><td>1</td><td>0</td><td>1</td><td>0</td><td>1</td><td>3</td></tr><tr><td>Total</td><td>8</td><td>1</td><td>9</td><td>2</td><td>6</td><td>26</td></tr><tr><td rowspan="5">How often do you relocate?</td><td>Half yearly</td><td>0</td><td>0</td><td>2</td><td>0</td><td>0</td><td>2</td></tr><tr><td>Yearly</td><td>1</td><td>0</td><td>0</td><td>0</td><td>1</td><td>2</td></tr><tr><td>Every 2 to 3 years</td><td>4</td><td>0</td><td>2</td><td>0</td><td>0</td><td>6</td></tr><tr><td>Do not relocate frequently</td><td>2</td><td>0</td><td>5</td><td>1</td><td>4</td><td>12</td></tr><tr><td>Total</td><td>7</td><td>0</td><td>9</td><td>1</td><td>5</td><td>22</td></tr></table>			Specify one main reason why you would rent furniture?					Total	Frequent relocation	Staying on sharing basis with friends/flatmates	If it is of good quality and is a low-investment option	Flexibility to change furniture whenever I want and have more variety	Staying in a rented accomodation	What type is your accomodation?	Owned	3	0	2	1	1	7	Rented	5	1	6	1	5	18	Total	8	1	8	2	6	25	Who else stays with you?	Only Spouse/Partner	4	0	4	2	1	11	Family (including parents/kids/others)	2	0	2	0	3	7	Friends or Flatmates	1	1	2	0	1	5	None	1	0	1	0	1	3	Total	8	1	9	2	6	26	How often do you relocate?	Half yearly	0	0	2	0	0	2	Yearly	1	0	0	0	1	2	Every 2 to 3 years	4	0	2	0	0	6	Do not relocate frequently	2	0	5	1	4	12	Total	7	0	9	1	5	22
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Analysis

3 out of 4 people rented furniture in the past who relocated frequently. So, 75% of the people preferred this option due to relocation.

Hypothesis 1 proves to be right.

If 1 What is your age group (in years) Is

And 4 Where do you stay? Is

And 7 How often do you relocate? Is

		Specify one main reason why you would rent furniture?					Total
		Frequent relocation	Staying on sharing basis with friends/flatmates	If it is of good quality and is a low-investment option	Flexibility to change furniture whenever I want and have more variety	Staying in a rented accommodation	
How often do you relocate?	Half yearly	0	0	2	0	0	2
	Yearly	1	0	0	0	1	2
	Every 2 to 3 years	4	0	2	0	0	6
	Do not relocate frequently	0	0	0	0	0	0
	Total	5	0	4	0	1	10
Did you rent furniture before?	Yes	0	0	3	0	0	3
	No	5	1	1	1	2	10
	Total	5	1	4	1	2	13

4 out of 5 people rented furniture who stay alone/with small family or friends rather than in large family including parents/kids. This means majority around 80% of the people preferred this.

Hypothesis 2 proves to be right.

If 1 What is your age group (in years) Is

And 4 Where do you stay? Is

		Who else stays with you?				Total
		Only Spouse/Partner	Family (including parents/kids/others)	Friends or Flatmates	None	
Did you rent furniture before?	Yes	1	1	1	2	5
	No	9	6	4	1	20
	Total	10	7	5	3	25

Hypothesis 3 : 4 out of 5 people who stayed in rented accommodation have taken rented furniture. Majority around 80% of the people preferred this.

Hypothesis 3 proves to be right.

If 4 Where do you stay? Is

And 1 What is your age group (in years) Is

		What type is your accomodation?		
		Owned	Rented	Total
Did you rent furniture before?	Yes	1	4	5
	No	6	13	19
Total		7	17	24

Hypothesis 4 : 34.62% of the people who answered this question, said that since it is a low-investment option and if the furniture is of good quality, they would rent.

Hypothesis 4 proves to be right.

12 - Specify one main reason why you would rent furniture?			
#	Field	Minimum	Maximum
1	Specify one main reason why you would rent furniture?	1	5
#	Answer	%	Count
1	Frequent relocation	30.77%	8
2	Staying on sharing basis with friends/flatmates	3.85%	1
3	If it is of good quality and is a low-investment option	34.62%	9
4	Flexibility to change furniture whenever I want and have more variety	7.69%	2
5	Staying in a rented accomodation	23.08%	6
	Total	100%	26

Hypothesis 5 : 7.69% of the people who answered this question, said that since there would be flexibility to change the furniture, they would rent. Majority of them gave other reasons and not this.

Hypothesis 5 proves to be wrong.

12 - Specify one main reason why you would rent furniture?			
#	Field	Minimum	Maximum
1	Specify one main reason why you would rent furniture?	1	5
#	Answer	%	Count
1	Frequent relocation	30.77%	8
2	Staying on sharing basis with friends/flatmates	3.85%	1
3	If it is of good quality and is a low-investment option	34.62%	9
4	Flexibility to change furniture whenever I want and have more variety	7.69%	2
5	Staying in a rented accomodation	23.08%	6
	Total	100%	26

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