Exploratory Analyses - Evaluation Questions

Please model and use the Contoso dataset (downloadable at the following link) to answer the following.
https://www.kaggle.com/datasets/bhanuthakurr/cleaned-contoso-dataset

1. Contoso would like to offer managerial training programs for top performers and sales strategy training programs for other store managers who require them and are in the US Geographical Area. Could you please make recommendations as to who needs the former and who needs the latter and justify your choices with facts and figures.

2. Contoso suspects that system outages have affected sales **'significantly'** in some of their stores. Is that true ? Please justify with your own estimations / facts / visuals and considering their materiality

3. Which are the top 3 currencies have depreciated significantly over the given sales period ? Has it affected sales in USD terms ? Please explain.

4. Construct an organizational chart depicting the role hierarchies for the employees in the Contoso dataset. The programming / function logic being used to manipulate the data towards this objective should be clearly explained in plain english language.

Evaluation criteria

The candidate will be evaluated based on the following criteria

- Selection of right metrics for the question being addressed.
- Soundness of reasoning for the presented conclusions.
- Choice and presentation of visuals where required.

Submission guidelines:

- The report should contain metrics / explanations / tables / visuals strictly constrained to the context of the question being addressed.
- **Well documented** code files (if any) can be attached.
- Dashboards, if any, built for the purpose of your analyses may be too bulky to send and screenshots will suffice to be attached if you think it showcases your skills better to us. We may request the whole dashboard file only if necessary.
- A hard to read report or a report with just code / jupyter notebook / dashboard will not be accepted.