**SECTOR ANALYSIS**

Using the data provided solve the questions below:

Combine the 2 sheets shared with you in the ‘Sector Analysis - Data’ workbook (using VLOOKUP function) and then answer the following questions based on the combined sheet generated.

1. Analyse the top sector that are most preferred and least preferred, mention 3 observations for each along with graphical representations. [Use Excel functionality to generate the result.]

Ans : Most Preferred Sectors: Fashion, Travel, and Art. Fashion is the top choice with 1160 preference. Travel follows with 435 preference. Art is the third most preferred sector with 348 preference. Least Preferred Sectors: Technology, Sports, and Art. Technology has the lowest preference at 906.Sports follows with 477 preference. Art is the third least preferred sector with 459 preference.

1. Which 3 cities would our executive representative target if he wants to open a chain of restaurant?

Ans: Based on sector preferences, the executive representative should target Mumbai, Delhi, and Kolkata for opening a chain of restaurants.

1. Explain how the age/gender factor effects the preferences. Show graphically.

Ans: Fashion is the most preferred sector by both the genders. Art is more preferred by females, while technology is favoured by males.

1. The most preferred sector of the users is affected by their age. Kindly test the given hypothesis using a relevant statistical test.

Ans: As per analysis fashion is the most preferred sectors among all the sectors but in the graphical representation we can see that this sector is affected by age category 17, 18 & 22.

1. Conduct Exploratory Data Analysis on the data set and build a dashboard, to help understand the data landscape (Make it interactive, if possible)

Ans: In our analysis for January 2021, Fashion, Travel, and Art emerged as the most preferred sectors, while Technology, Sports, and Art were the least preferred sectors.

In the most preferred sectors, we observed a significant presence of females from the age group categories 19 and 20. Also Mumbai, Delhi & Kolkata cities, indicating a strong affinity for fashion, travel, and art in these urban areas.

1. Mention 1 data parameter which was missing in the dataset, and how would it add value to the observations?

Ans: One valuable data parameter missing from the dataset is annual income or salary information. Including this data would enhance observations by providing insights into the spending capacity and economic profiles of individuals.