



Astra Data Scientist Bootcamp 3

(Live Coding : Business Section)



AstraDigital

Business Question Instructions

1. In this business section : you will be given data and you need to generate business insights and create the summary report.
2. You have 60 minutes to solve business section problems.
3. You can use any references, but you are not allowed to work with other participants.
4. Write your answers for business questions in presentation template (PowerPoint, Google Slides, etc.).
5. Export your PPT to PDF and name the file as “[YOUR TEST NUMBER]_[YOUR NAME]_BUSINESS.pdf”
6. You can use any analytics tools to solve the problems (i.e ipynb, .py, .pbi, .xlsx, etc). Upload your framework used to solve the questions and name the file as [YOUR TEST NUMBER]_[YOUR NAME]_WORKINGFILE.file_extension.
7. Send your submission using your mail registered in *astra.virtue* to <https://forms.gle/WedDDwLDeubNYgB76> (There are 2 files you need to submit) before 10.00 AM.
8. Follow the instructions. We will take notes on participants who breaks the rules.

Questions

Client : Marketing Team

Data : Ecommerce transaction Data (download data [here](#))

Background : Astra just launched an ecommerce to help customers shopping for their needs. Marketing team needs support to understand their business performance better. Business insights which can show performance and recommendation for business to increase their transactions will be useful.
(*HINT* : you can provide chart or numbers and add some insight explanation)

Task :

1. What can you say about the monthly transactions?
2. As business users, what metrics/variables should we look at?
3. With the data at hand, tell us what you know or what you can find out.
4. If you must prioritize your action plans, what will be your top 3? Give your reason to us!

Note that you will be asked to share your findings in Power Point Template.

We suggest that you allocate your time to do your data preparation, analysis, and prepare for your presentation.

All the best and we look forward to get your insights!

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Good Luck !

