

**Subject: Assignment for Data Analyst Internship Application**

Dear Applicant,

Thank you for your interest in the Data Analyst Internship position at My Equation. We are thrilled to have received an overwhelming response, with over 3000 applications! As part of our first screening process, we would like you to complete a brief assignment to help us evaluate your skills and alignment with the role.

Please read the following instructions carefully and submit your completed assignment within **48 hours** of receiving this email.

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**Assignment Details****Objective**

Your task is to simulate and analyze a dataset to derive insights about lead demographics and sourcing efficiency with respect to our e-learning programs. This will help us understand your analytical approach and problem-solving skills.

**Dataset Creation**

Instead of using a predefined dataset, you are required to **generate a hypothetical dataset** with at least **10,000 rows**. The dataset should contain the following columns:

Column Name	Description
Lead ID	A unique identifier for each lead. ( LD1,LD2,LD3,LD4 etc. )
Location	The city or region the lead belongs to (e.g., Ahmedabad, Surat, Mumbai etc.).
College	Name of the college/university (e.g., XYZ University, ABC Institute etc.).
Year of Study	Current year of study (e.g., 1st,2nd,3rd,4th).
Program Interest	The e-learning program the lead is interested in (e.g., Data Science,Robotics,Ai,Electric Vehicle).
Lead Source	Source through which the lead was acquired (e.g., Instagram, LinkedIn,College Collaboration,Google Form, Mass-Mailing,Whatsapp).

You may use tools like Microsoft Excel, Google Sheets, or Python to generate the dataset. Ensure that the data distribution is **realistic and diverse**.

### Assignment Tasks

#### 1. Data Generation:

- Generate a dataset of 10,000+ rows based on the above structure.
- Include a variety of locations, colleges, years of study, program interests, and lead sources.

#### 2. Demographic Analysis:

- Analyze the data to identify trends in lead sourcing based on **location, college, and year of study**.
- Highlight any significant patterns or anomalies.

#### 3. Program Analysis:

- Compare the interest levels for various e-learning programs.
- Provide a recommendation on which demographics should be targeted more aggressively for each program.

#### 4. Projections and Predictions:

- Based on the generated data, make a data-driven projection about lead conversion rates and suggest a budget allocation strategy for marketing and targeting.

#### 5. Data Preprocessing:

- Document the steps taken to clean and preprocess the data for analysis.

#### 6. Presentation of Findings:

- Summarize your analysis and recommendations in a 1-2 page report.
- Include charts or graphs to visualize your findings.

## Additional Questions

Please answer the following questions in a separate document:

1. Why do you think you are a good fit for this internship?
  2. What specific skills or experiences make you confident about excelling in this role?
  3. Are you currently based in Ahmedabad? If not, are you willing to relocate for this **in-office** internship?
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## Submission Guidelines

- Submit your assignment and answers to the additional questions in a **single pdf**.
  - **Incase it is not getting submitted here, Send an email of the assignment to [humanresource@myequation.in](mailto:humanresource@myequation.in) with Subject as " DA-INT ASSIGNMENT | Name | Number | Internshala "**
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## Internship Details

- **Location:** My Equation Office, Ahmedabad
  - **Mode:** Offline (In-office)
  - **Timing:** Part-time, 3 PM - 8 PM
  - **Duration:** 3 months
  - **Stipend:** ₹8,000 - ₹12,000 (based on interview performance)
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We appreciate your effort and enthusiasm in completing this assignment. Your submission will be thoroughly evaluated, and shortlisted candidates will be contacted for the next stage of the selection process.

Best of luck!

Warm regards,  
Pranav Chachra  
Promoter & Chief Marketing Officer  
My Equation