

JAR ASSIGNMENT

Q1) Walmart Sales Analysis:

You have been given a data set to analyse and answer the following questions:

Candidate can answer the questions by using any technical tool (Excel, Sheets, Python, etc..)

Data Set: Walmart Sales [Kindly find an attached copy in the email] A. Analyze the performance of sales and revenue at the city and branch level (5 marks)

B. What is the average price of an item sold at each branch of the city (10 marks)

C. Analyze the performance of sales and revenue, Month over Month across the Product line, Gender, and Payment Method, and identify the focus areas to get better sales for April 2019. (15 marks)

ANSWER-

the answer of this analysis is stored in this github link with answers to all the parts

github link-

<https://github.com/kinghim17/Walmart-jar>

(answer in ipynb file)

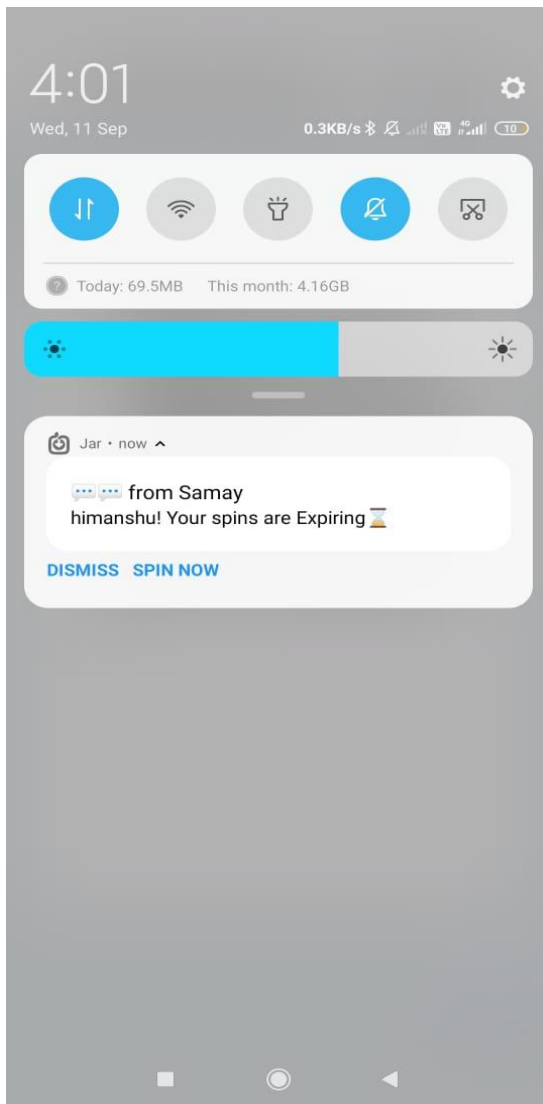
Q2) Explore the features and user experience of the Jar app. Identify two aspects that you think could be significantly improved and explain your reasoning behind each suggestion.

ANSWER-

1) Notifications:

To improve user engagement in the Jar app, we can incorporate catchy, relatable phrases similar to Zomato's playful style. These messages add humour and emotional connection, making notifications more enjoyable. For example, instead of a basic reminder to save gold, a phrase like "**Stacking gold today, shining bright tomorrow!**" adds a fun twist to the idea of long-term benefits. Catchphrases like this resonate with users, creating positive reinforcement and a sense of excitement around the habit of saving. These personalized and playful messages help build a stronger connection with users, keeping them engaged and eager to interact with the app regularly.

Example:



2) Online transaction system update:

We can integrate an online transaction system in the Jar app via **UPI**, where users can utilize the leftover balance after 24 hours as the principal amount for transactions. This approach is similar to what **Slice** has done, where they initially allowed users to borrow by transferring to a bank account, but now also support UPI transfers for more flexibility. Although this feature might slightly increase the app's complexity for users, it offers significant convenience and flexibility in managing finances. Additionally, it opens up opportunities for higher margins, as it provides users more avenues to use their savings directly. Balancing simplicity with enhanced functionality can lead to stronger engagement and improved monetization for the app.

Example: slice UPI



Q3) The Jar app has an engagement feature called 'Spin to Win'.

Right now, if 100 people come to the app each day, only 23 of them try out this spinning game. But, we know that people who spin are more likely to retain on the app and do transactions.

Now, we want to get more people to play the game. So, the question is, how can we make sure that at least 50 people out of every 100 who visit the app each day will play 'Spin to Win'? What can we do to get more people interested in spinning the wheel?

ANSWER-

To significantly boost user engagement within the Jar app's **"Spin the Wheel"** feature, we can evolve the concept by incorporating a variety of **interactive games**, much like Google Pay (**Gpay**) does with its own gamified elements. Rather than relying solely on a basic spin

mechanism, users could be drawn into exciting games like **cricket**, where they are rewarded based on how many sixes they can hit. This would add a competitive and fun dynamic to the experience. Additionally, puzzles or **quizzes** centred around financial topics, especially gold savings and investments, can be introduced. These quizzes could offer both entertainment and valuable financial education, helping users better understand the advantages of investing in gold, diversifying their portfolio, and making smarter financial decisions. By rewarding users for correct answers or active participation, we can foster both learning and engagement.

This approach not only makes the process of saving more enjoyable but also positions the app as a tool for increasing **financial literacy**. Over time, this integration of games and quizzes can help build a loyal, informed user base, where users feel both entertained and empowered to take charge of their finances. In turn, the app benefits from higher retention, better user experience, and a positive brand image, encouraging users to interact more frequently with the platform.

Example:

