

OLX Case Study

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This document presents the analysis made and insights gathered for the sample data given by OLX as part of its hiring process.

We will breakdown the output by question for easier understanding.

Show how we can prioritize which users should the Sales team approach first. * Using MS Excel Formulas (bottom-up approach) * Using VBA or pseudocode (bottom-up approach) to write the classification inside MS Excel Show how we can bucket the classification of users based on the business they bring to OLX.

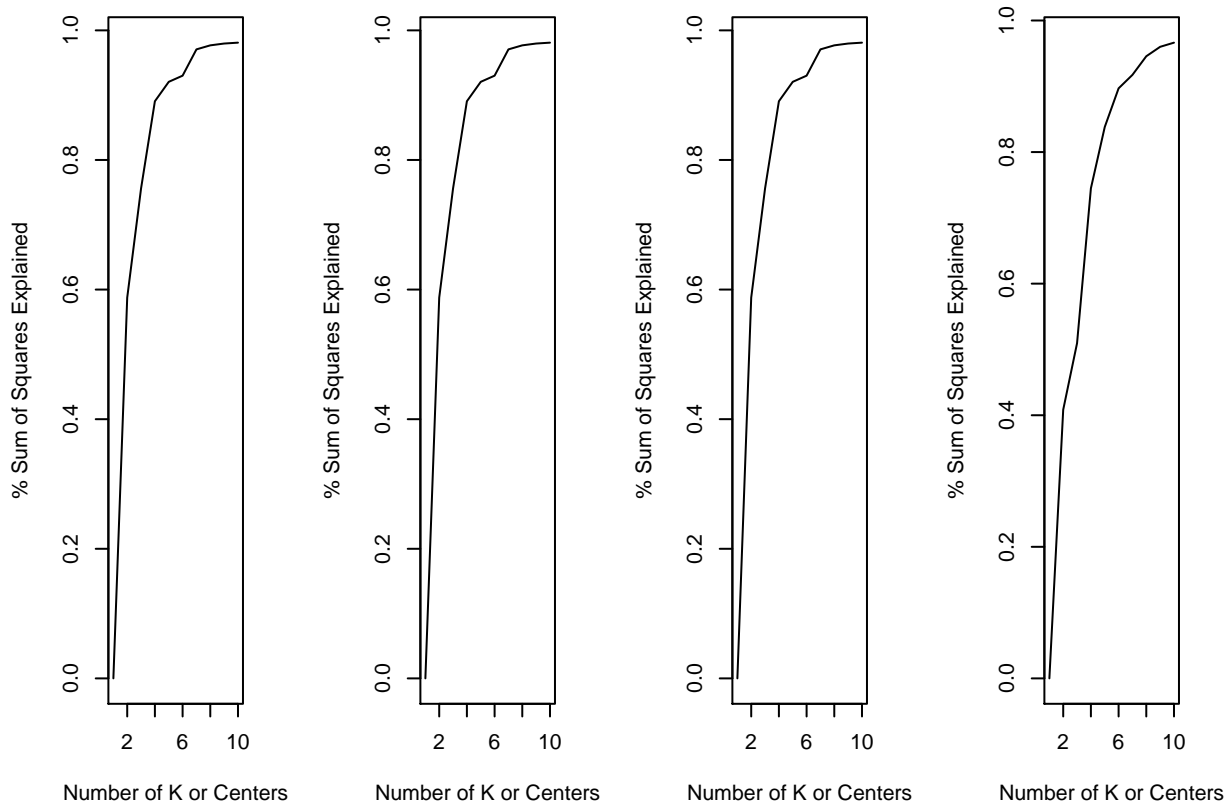


Figure 1: Simulation of k-mean centers, compared through plots