


Name: Narayanlal Romina

Email id: naruromina@gmail.com

Question	State your objectives and hypothesis clearly. (Word limit: 100 words)
Response	<p><u>Objective-</u></p> <ol style="list-style-type: none"> <li>1. Do people aware that they can rent the furniture or not?</li> <li>2. What problems they would have experienced while buying furniture or shifting the furniture?</li> </ol> <p><u>Hypothesis-</u></p> <ol style="list-style-type: none"> <li>1. Most of the respondents lying from the age group of 18-25. Tech-savvy but has less decision-making power in their family. Which cannot make their point to rent furniture.</li> <li>2. Very few of the respondents living on rent and agree that they faced difficulties while shifting their furniture.</li> <li>3. Very few respondents were aware of furniture in rental services.</li> <li>4. Respondents think renting furniture could be a good option but a few factors will be coming into place while renting it.</li> <li>5. People could think of renting furniture as shifting residence is a hectic process and due to that shifting a furniture can also be hectic.</li> </ol>
Question	<p>Identify and explain the method to find the population size, assuming the target audience as people between the ages of 24 and 35 living in Mumbai, Delhi and Bangalore. Please note that you can assume target audience with a wider age group and from different regions. In such cases, clearly state your assumptions. (Word limit: 100 words)</p> <p>(Hint: Use the Guesstimate Method)</p>
Response	<p>To calculate the targeted audience for the age group. I have referred Upgrad's video and Facebook ads manager. Also, the target audience shared below is from metropolitan cities in India.</p> <p>The population size needs to be considered as more than 7cr.</p> <p><b>Audience definition</b></p> <p>Your audience is defined.</p>  <p>Specific Broad</p> <p>Estimated audience size: 71,300,000 - 83,800,000 ⓘ</p>

Question	<p>Calculate the sample size taking the confidence interval as 95%, the margin of error as 10%, and the response rate as 10%.</p> <p>(Hint: Use <a href="#">Sample Size Calculator</a>)</p>
Response	<p>To calculate the sample size, I used the Survey Monkey calculator.</p> <p><a href="https://www.surveymonkey.com/mp/sample-size-calculator/">https://www.surveymonkey.com/mp/sample-size-calculator/</a></p> <p>A minimum number of responses/Sample size needed is coming to 97 on putting above numbers i.e. 7cr.</p> <p>Assuming the response rate of 10% only, the total number of people the survey will have to be sent to is 970.</p>
Question	<p>Prepare a questionnaire suiting your objectives. Submit the link to the survey.</p>
Response	<p>Questionnaire - <a href="https://forms.gle/MzHnqaKvRRBsNYQu9">https://forms.gle/MzHnqaKvRRBsNYQu9</a></p>
	<p>Survey Results - <a href="https://docs.google.com/forms/d/1T4MqdFnA8Fq1eE6gyf-v7HIRw7clnXnPyprjk0wuFAo/viewanalytics?pli=1&amp;pli=1">https://docs.google.com/forms/d/1T4MqdFnA8Fq1eE6gyf-v7HIRw7clnXnPyprjk0wuFAo/viewanalytics?pli=1&amp;pli=1</a></p> <p>Drive Link - <a href="https://docs.google.com/spreadsheets/d/1CbCL7ksaz-W3UsAmcVlqab7YsrqIUD7bpHi0hVhDVeI/edit?usp=sharing">https://docs.google.com/spreadsheets/d/1CbCL7ksaz-W3UsAmcVlqab7YsrqIUD7bpHi0hVhDVeI/edit?usp=sharing</a></p>
Question	<p>Conduct the survey among the target audience. [List down the different channels you have used to reach your target audience. Also, mention the number of respondents you surveyed. (Word limit: 50)]</p>
Response	<p>The survey was been shared with around 60-70 personas on WhatsApp. Through that, I was able to get responses from only 45 people.</p> <p>This means the response ratio from the survey is 64%.</p>

Question	<p>Analyse the data collected, submit the insights inferred from the data, and give proper reasons for these insights. Based on these insights, explain how you can validate the hypothesis you framed in the beginning. (Word Limit: 150 Words)</p>
Response	<ol style="list-style-type: none"> <li>Out of 45 respondents. As we can see 82.2% are from 18-25 and most are students (24.4%) or young working professionals who have less decision-making power in their families. Also, we can see 4<sup>th</sup> question in the survey which says 24.4% are not the decision-makers in the family, which means targeting them could be a wrong strategy. <b>Therefore, Hypothesis 1 is proven true.</b></li> <li>As per the results out of 45 only 10 people said they have not faced difficulties while shifting their furniture. Which means the rest 35 faced. <b>Therefore, Hypothesis 2 is proven true.</b></li> <li>60% of people purchased furniture via a carpenter and the rest from online and offline stores. Only 1% were aware of furniture in rental services. <b>Therefore, Hypothesis 3 is proven true.</b></li> <li>Respondents think renting furniture is a good option. But, 42.2% of respondents said they are not open to renting furniture. So, this is a very confusing hypothesis. <b>Therefore, Hypothesis 4 is proven false.</b></li> <li>43.5% of people say they are not interested in renting furniture as they don't shift more often. So they don't find it very hard to shift their furniture too. Even I took a face-to-face interview with an individual and he said even changing or renting the furniture too often can be a tedious process for him. <b>Therefore, Hypothesis 5 is proven false.</b></li> </ol>

## Disclaimer

All content and material on the UpGrad website is copyrighted material, either belonging to UpGrad or its bonafide contributors and is purely for the dissemination of education. You are permitted to access print and download extracts from this site purely for you own education only and on the following basis:-

- You can download this document from the website for self use only.
- Any copies of this document, in part or full, saved to disc or to any other storage medium may only be used for subsequent, self viewing purposes or to print an individual extract or copy for non commercial personal use only.
- Any further dissemination, distribution, reproduction, copying of the content of the document herein or the uploading thereof on other websites or use of content for any other commercial/unauthorized purposes in any way which could infringe the intellectual property rights of UpGrad or its contributors, is strictly prohibited.
- No graphics, images or photographs from any accompanying text in this document will be used separately for unauthorised purposes.
- No material in this document will be modified, adapted or altered in any way.
- No part of this document or UpGrad content may be reproduced or stored in any other web site or included in any public or private electronic retrieval system or service without UpGrad's prior written permission.
- Any rights not expressly granted in these terms are reserved.