



Instructions

- For this case submission round, you need to prepare a 3-slide presentation for your solution (excluding the introduction and appendix slides). Appendix should not exceed more than 3 slides
- Presentations must be submitted on Unstop by 11:00 PM, 2nd October, 2022
- The submission document must be titled as: TeamName_BYTECRUNCH 2022
- Plagiarism or any form of collusion will be penalized and can lead to disqualification from the competition
- The decision of the organizers of the competition shall be final in all cases

FOR ANY QUERIES CONTACT

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COMPANY PROFILE AND CASE PROBLEM

It is the year 2020, and the company 'Best Electronics' is a recently opened Indian electronics with outlets across Jaipur, Jabalpur, Lucknow, Mumbai, and Hyderabad. With Diwali around the corner, the company is geared up to devise its sales and marketing strategy to maximize its revenue and market share. 'Best Electronics' has access to last year's sales data of its competitors from pre and post-Diwali timeframes. The company's management wants you to analyse data (Provided in a separate excel sheet) and develop insights and recommendations to help the company achieve impressive sales figures during Diwali and a bigger market share post-Diwali.

Note: You might need to make assumptions and exclude outliers at some points. Feel free to state such considerations in your submissions.