

## ElectricPe – Business Analyst Internship Assignment

### Title:

*Lead-to-Delivery Funnel Analysis & Dashboarding*

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### Objective:

Analyze the end-to-end lead and store operations, create a dashboard in **Excel**, and tell a clear story with insights and recommendations.

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### Background:

ElectricPe operates Mobility Centres that connect customers to top electric 2-wheeler brands. Efficient management of **leads, pre-bookings, bookings, deliveries, cancellations, and service follow-ups** is critical for maximizing conversions and customer satisfaction.

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### Assignment Tasks:

#### 1. Data Analysis (Excel Skills)

- Use the provided dataset [here](#)
  - Calculate:
    - Conversion rates (Lead → Pre-Booking → Booking → Delivery)
    - Average **TAT** for each stage per store
    - Cancellation patterns by store and reason
    - Breakdown of **Hot/Warm/Cold** leads
    - NPS of each store
  - Highlight high-potential leads.
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#### 2. Dashboarding (Data Visualization & Insights)

- Create an **interactive Excel dashboard** including:
  - Lead conversion funnel by store
  - TAT performance by stage

- Cancellation trends and reasons
    - Hot/Warm/Cold lead distribution
    - Customer Ratings Distribution
  - Dashboard should be **easy to read** and suitable for store managers or leadership.
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### 3. Storytelling & Recommendations

- Prepare a **1–2 page report or 1–2 slides** summarizing:
    - Key insights from the analysis
    - Bottlenecks or operational gaps
    - 3–5 actionable recommendations to improve:
      - Lead conversion
      - Delivery TAT
      - Service follow-ups
      - Cancellation reduction
      - Customer Satisfaction
  - Ensure a logical flow: **Data → Insights → Recommendations → Impact**
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### Deliverables:

1. **Excel File:**
  - Calculations, analysis, and dashboard
2. **Report / Presentation:**
  - Key insights, story, and recommendations

Put both files in a folder & upload the zip folder in the form