

ElectricPe – Business Analyst Internship Assignment

Title:

Lead-to-Delivery Funnel Analysis & Dashboarding

Objective:

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

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.

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.
-

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.
-

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**
-

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