

Greetings from Prabandhan'21, IIT Kanpur

Congratulations on getting shortlisted for ACCS case study round!!

## Problem Statement

### Data

Please find enclosed data

### Deliverables

Analyze the data to find the following:

- o RFM Analysis
- o Customer Loyalty and Retention
- o Market, Segment, Category and Region Performance
- o Seasonality Factors in Sales

## Guidelines

- o Use the data mentioned above in the problem statement
- o Make assumptions, wherever necessary
- o A 10 slider (exclusive of the introductory slide) solution needs to be submitted for further evaluation

Stay tuned for further communication!!



# About Havish M Consulting



Hello! I am a data analytics consultant, author and educator.

I consult organizations on enterprise level and functional data analytics projects - focusing on:

- a. spreadsheet modeling and automation using VBA, Power Query and DAX
- b. data visualization on Power BI and Tableau
- c. programming and data science basics on Python and R

I have also consulted various Public Enterprises and Ministries in Government of India for Market Research projects.

Was a 40 under 40 Innovators in Analytics listed by **Analytics Insight** on the same list as Chase Tarkenton (EVP, Zoom), Dennis Teichmann (Founder, jacando HR), Joanna Riley (Founder, Censia) among others.

Have also been featured as a Top 10 Trending Speaker by **SpeakIn** on the same list as Dr. Subramanian Swamy (Politician and Economist), Saket Modi (Co - Founder Lucideus), Anna Roy (Advisor, NITI Aayog).

My work has been featured in <u>Economic Times</u>, <u>Businessworld</u>, <u>Magzter</u> etc.

I have also been invited to <u>NewsX</u> as a panelist and on <u>Dialogue Room</u> for a podcast. Have also conducted an <u>ET Masterclass</u> session on VBA and Excel Modelling.



# About Havish M Consulting

I have partnered with, conducted workshops, taught and judged competitions at the following colleges:

IIM Ahmedabad, IIM Bangalore IIM Lucknow, IIM Kozhikode, IIM Shillong, IIM Rohtak, IIM Visakhapatnam, IIM Nagpur, IIM Bodh Gaya, IIM Sirmaur, IIM Kashipur, IIM Jammu, IIM Raipur, XIMB, MDI, IIFT, SCMHRD, SIMSR, IMI, NMIMS, IMT, SRCC, FMS, DSE

IIT Delhi, IIT Kanpur, IIT Madras, IIT Kharagpur, IIT Roorkee, IIT Varanasi, IIT Jodhpur, NIT Trichy etc.

My **online courses** have 10K+ students from Big 4, Big 3, Investment Banking Firms, and nearly all Top 100 B Schools in India.

## Clients















My research work has been featured in numerous publications and media outlets - and launched by Cabinet Ministers and CXOs - including Rajyavardhan Singh Rathore, Prasoon Joshi, Arnab Goswami, Harsh Mariwala and so on.

also pursued my PhD in Experiential Marketing (later dropped out to start my firm). My academic work has been published in IGI and Emerald.

### Featured In











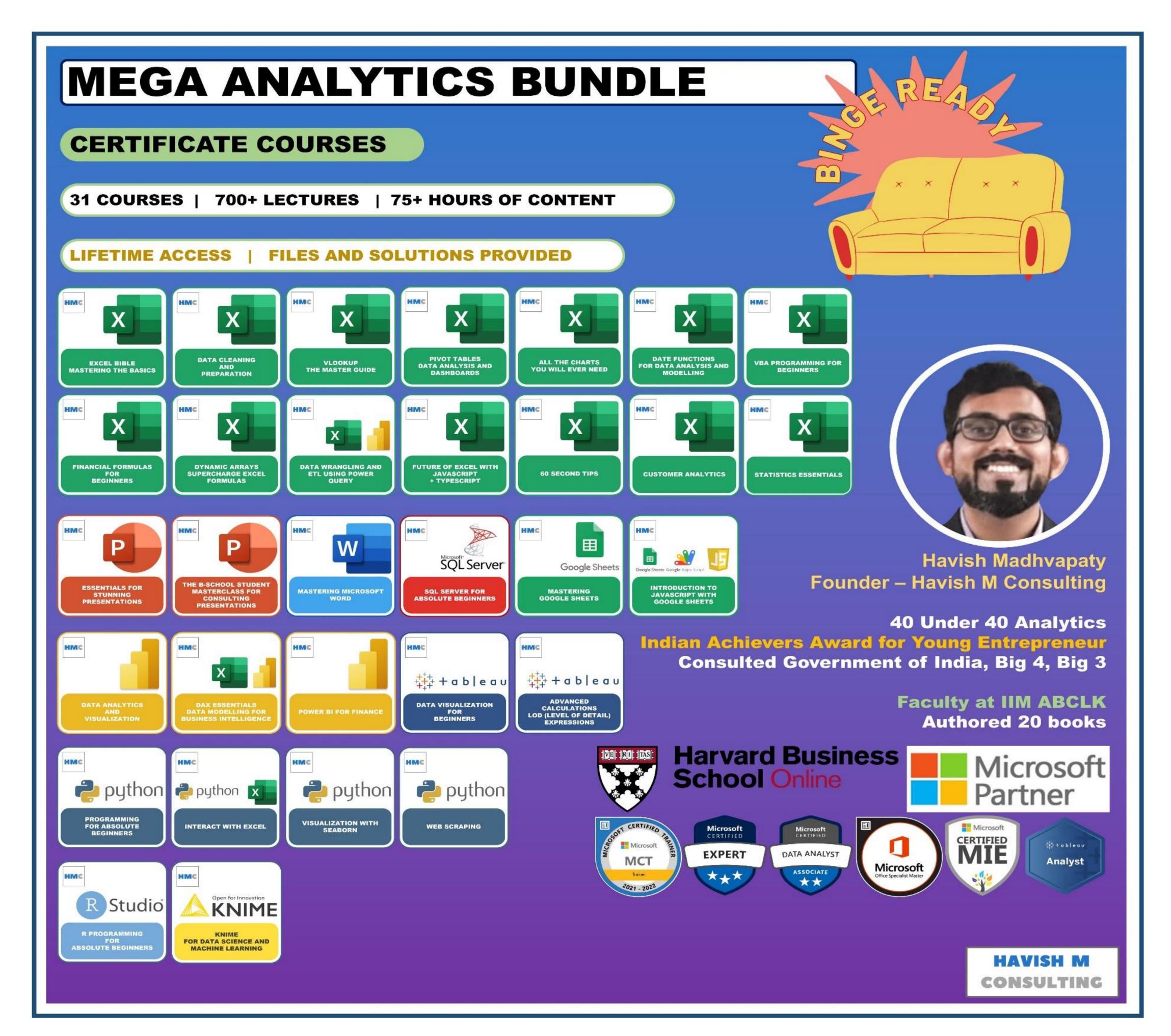




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### Courses



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