

Assignment Round : Data Analytics & Business Intelligence Intern

DEADLINE: 28-Feb-2021, 03:00 PM

Send finished WORKING assignment to my email : rish@republicofsellers.com

Subject Line must be : DABI <your name>

Q. Based on the RAW data set(s) provided, create a **dynamic dashboard** in Excel (or tool of your choice) to deduce the answers to the following questions.

- a. **What is the Conversion rate** across all the Advertised SKU? Which one has the least and highest Conversion rate ?

For this use the sheet "RAW Data 1 For Conversion Rate"

- b. **Which are the top 10 "customer search terms"** getting clicks, but no orders ?

For this use the sheet "RAW Data 2 For Search Terms"

Once it's ready, we should be able to automate the whole process
With a fresh data set as derived from our source in one click.

I will test your work with a new data set which has the same template as the one provided to you.

Formulae you must be aware of =

*CTR % = Clicks / Impressions * 100*

CPC # = Spend / clicks

*ACoS % = Spend / Sales * 100*

Conversion Rate = Orders / Clicks

CTR = Click through Rate

CPC = Cost Per Click

ACoS = Average Cost of Sales