**Company Overview:**

UrbanPiper is a B2B SaaS platform helping restaurants in digital transformation. With our offering restaurants can manage/automate their online presence be it on their own white-sites/apps or any of the leading food delivery platforms — Zomato, Swiggy, Amazon, UberEats, etc. in the most simple manner.

At present, we are processing nearly 3 million transactions every month and partnered with 12,000+ restaurants across India and the Middle-East. The most defining aspects of our work are related to — consistency, reliability, scalability, and agility. We make use of a wide variety of technologies and process significantly large amounts of data on a daily basis.

**Assignment:**

Here is a [spreadsheet](https://docs.google.com/spreadsheets/d/1QDDSQpzwLYQHoDUo1IeATJGX0bFAMwpMxJmOCKQpunc/edit#gid=0) with a data snapshot of the sales CRM data.

You need to prepare a presentation providing data-driven business intelligence to the below problem statements:

1. Which cities should we be focusing more on and why?
2. How many deals should be assigned to a sales rep to close 10-15 deals in a month?
3. Assuming one person can close up to 10-15 deals in a month, how many salespeople will you need to close 10000 outlets in a year? From a company point of view, it is desirable to have the least amount of salespeople to perform this job efficiently.

**Key Assumptions :**

Assume the below numbers for the category of the restaurant segment:

**Small :**1-2 outlets, **Medium :** 3-20+ outlets and **Large** is >20+ outlets.

**NOTE:**

1. Please feel free to make assumptions if required.
2. Your presentation skills will be evaluated, be creative!