**Instruction to be followed;**

1. Please answer all the questions after analyzing Data that has been shared along with the questionnaire.
2. Please make necessary assumptions wherever required. All assumptions need to be called out clearly.
3. Candidates will be judged basis the following criterion;
   1. In-Depth Data Understanding
   2. Assumptions that are made to carry out analysis
   3. Quality in terms of Numbers, Averages, Consistency through the document, presentation
   4. Presentation Skills

**Section A**

1. What is the growth trend from the start to the end, present the analysis for the following set of KPIs, analyze Month on Month Growth;

New Customers Acquired, Total Transacting Customers, Repeat Customers, Bills, Sales, Products Bought, Avg. Bill Value, Avg. Products in Each Bill, Avg. Single Product Price

State your observations very clearly & recommend associated actions?

1. What is the Customer Fall Out Rate, meaning what % of customer base repeats after getting acquired? Show the trend between Lifetime Visits and Customer Count?

State your observations very clearly & recommend associated actions?

1. Of the customers who Repeat, what is the average gap between any 2 successive visits?

State your observations very clearly & recommend associated actions?

1. .Product Affinity, category popularity, weekday vs. weekend, and any other important trend?

State your observations very clearly & recommend associated actions?

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**Section B**

1. .Please summarize the analysis in a Business Presentation. Presentation should speak of a clear storyline, should conclude with insightful actionable.

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