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Question	State your objectives and hypotheses clearly. (Word limit: 100 words)
Response	<p>Target users – Age 24-35, Mumbai, Delhi, Bangalore & other areas</p> <p>Objective</p> <ul style="list-style-type: none"> • To identify user/customer needs in online furniture space • Define user choice and demands in online furniture space. <p>Hypothesis</p> <ul style="list-style-type: none"> • Most of the metropolitan citizens are aware with rental furniture • Audience is feasible for rent a service vs purchase the furniture. • Define customer challenges & pain points for rental furniture • Define company offerings to overcome the customer pain points/challenges • Customer have different furniture items in their rooms • Customer demands different items for rental in their home/flat • Customer segmentation to tag the price for renting the furniture • Suggestions/recommendations from customer to improve online rental services.
Question	<p>Identify and explain the method to find the population size, assuming the target audience as people between the ages of 24 and 35 living in Mumbai, Delhi and Bangalore. Please note that you can assume target audience with a wider age group and from different regions. In such cases, clearly state your assumptions. (Word limit: 100 words)</p> <p>(Hint: Use the Guesstimate Method)</p>
Response	<p>Approach & Method</p> <p>Top – Down approach with Geometry & Market sizing Guesstimate</p> <p>Assumptions: From the India demographic state wise size the population 12% is Maharashtra ,5% is Karnataka, 1% is Delhi & 3% is Hyderabad. Assuming 15% of age group 24-35 living in Mumbai, Delhi & Bangalore. Majority of my survey received from Hyderabad region. Adding Hyderabad as a different region to the existing list of regions. Assuming other geographic living citizens as .1% of Indian population.</p>

Total India Population	140000000
12% population Maharashtra	168000000
5% population Karnataka	70000000
1% population of Delhi	14000000
3% population of Telangana	42000000
15% population Mumbai	25200000
15% population Bangalore	10500000
15% population of Hyderabad	6300000
Age group - 24-35	15%
Mumbai population	3780000
Bangalore	1575000
Delhi	2100000
Hyderabad	945000
Different regions assumption .1% of indian population with age of 24-35 - Other residents	1400000
Mumbai+Bangalore+Delhi	7455000
Mumbai+Bangalore+Delhi+Hyderabad	8400000
Mumbai+Bangalore+Delhi+Hyderabad+Others	9800000

(Colour highlight matches same region & data)

Verified the population from Facebook ad manager for the age range of 24-35 at Bangalore , Delhi & Mumbai

Estimated audience size: 7,400,000 - 8,800,000

Locations

People living in this location

India

- Bangalore, Karnataka City + 25mi
- Delhi
- Mumbai, Maharashtra City + 25mi

Include Search locations Browse

PAKISTAN DELHI NEPAL BHUTAN INDIA BANGLADESH MYANMAR

Arabian Sea Bay of Bengal

Housing

See category requirements

Audience definition

Your audience is defined.

Specific Broad

Estimated audience size: 7,400,000 - 8,800,000

Estimates may vary significantly over time based on your targeting selections and available data.

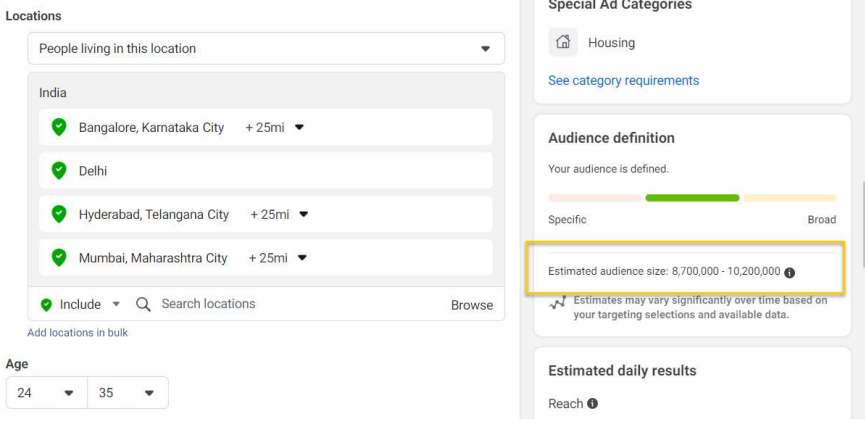
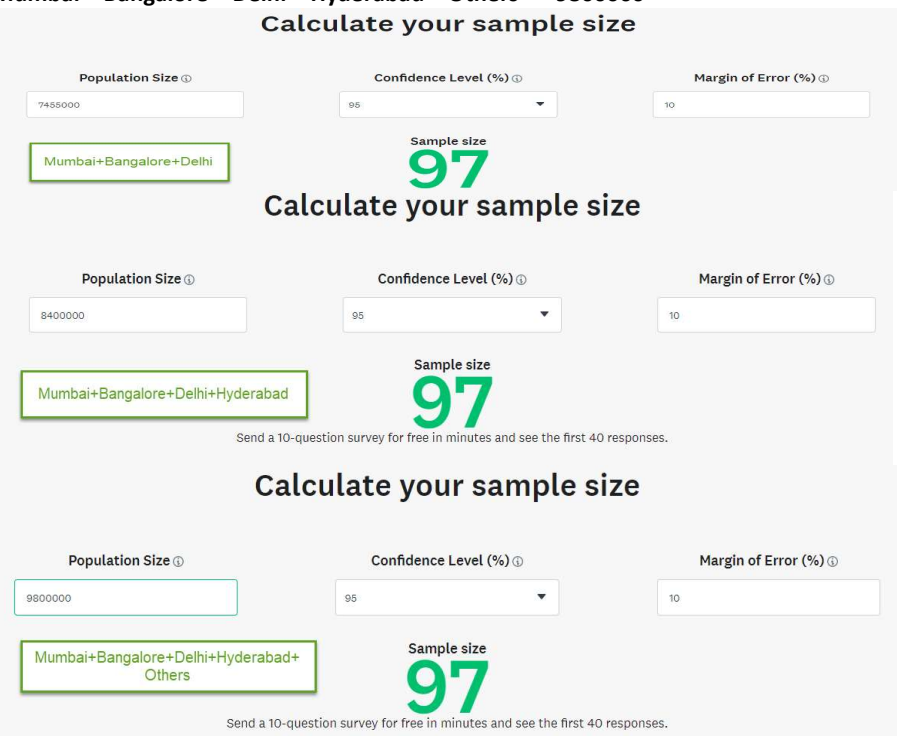
Estimated daily results

Reach

22K - 63K

Verified the population from Facebook ad manager for the age range of 24-35 at Bangalore, Delhi, Mumbai & Hyderabad

Estimated audience size: 8,700,000 - 10,200,000

	
Question	<p>Calculate the sample size taking the confidence interval as 95%, the margin of error as 10%, and the response rate as 10%.</p> <p>(Hint: Use Sample Size Calculator)</p>
Response	<p>Population size = Mumbai + Bangalore + Delhi - > 7455000 Mumbai + Bangalore + Delhi + Hyderabad -> 8400000 Mumbai + Bangalore + Delhi + Hyderabad + Others - > 9800000</p> <p>Calculate your sample size</p>  <p>Confidence level=95% Margin of error= 10% Sample survey Size = 97(survey monkey)</p>

	<p>Total number of people to be surveyed = $97/10\%=970$ For the required target of 30 responses, we need to survey 300 people Target number of people to be surveyed = $30 * 970/97 = 300$ Need to survey 300 people for 30 responses</p>																		
Question	Prepare a questionnaire suiting your objectives. Submit the link to the survey.																		
Response	https://docs.google.com/forms/d/1bqghKt6IJq-Zikb2wqZa1uk8hBcZUeM9515meHFfxHc/edit																		
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Question	Conduct the survey among the target audience. [List down the different channels you have used to reach your target audience. Also, mention the number of respondents you surveyed. (Word limit: 50)]																		
Response	<p>Following channels were used as part of my survey.</p> <ol style="list-style-type: none"> 1. Email 2. What's App 3. Telegram <p>Response surveyed: 37</p>																		
Question	Analyse the data collected, submit the insights inferred from the data, and give proper reasons for these insights. Based on these insights, explain how you can validate the hypothesis you framed in the beginning. (Word Limit: 150 Words)																		
Response	<p>Total number of response surveyed populations is 37. All are the target audience age between 24-35 which are 75% of mostly are Hyderabad, Bangalore, Delhi & Mumbai.</p> <p>Personal Insights 75% of response received from of mostly metropolitan cities - Hyderabad, Bangalore, Delhi & Mumbai.</p> <p>Which Location do you Live ? 35 responses</p> <table border="1"> <caption>Location Distribution Data</caption> <thead> <tr> <th>Location</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Mumbai</td> <td>22.9%</td> </tr> <tr> <td>Delhi</td> <td>11.4%</td> </tr> <tr> <td>Bangalore</td> <td>17.1%</td> </tr> <tr> <td>Hyderabad</td> <td>22.9%</td> </tr> <tr> <td>Hyderabad</td> <td>11.4%</td> </tr> <tr> <td>Bhubaneswar</td> <td>11.4%</td> </tr> <tr> <td>Mysore</td> <td>11.4%</td> </tr> <tr> <td>Indore</td> <td>11.4%</td> </tr> </tbody> </table>	Location	Percentage	Mumbai	22.9%	Delhi	11.4%	Bangalore	17.1%	Hyderabad	22.9%	Hyderabad	11.4%	Bhubaneswar	11.4%	Mysore	11.4%	Indore	11.4%
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Hypothesis 1

- Most of the metropolitan citizens are aware with rental furniture

Insights

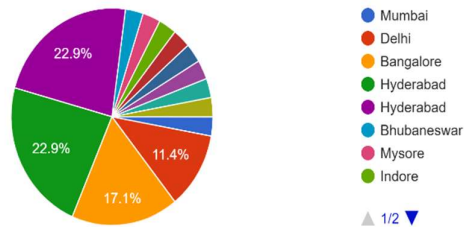
79% of survey response are aware with online furniture rental.

40% of people are preferring for rental than purchasing.

49% of people can choose the rental furniture based on the service and offerings they receive.

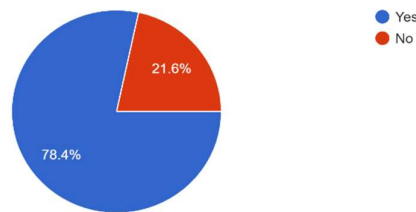
Which Location do you Live ?

35 responses



Are you aware with online furniture rental?

37 responses



Hypothesis 2

- Audience is feasible for rent a service vs purchase the furniture.

Insights

75% of response received from of mostly metropolitan cities - Hyderabad, Bangalore, Delhi & Mumbai.

Almost 70-80% users are the targeted audience

78% users are aware with online furniture for rental.

82% of customers have owned furniture.

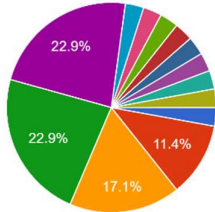
Almost 89% are willing for rental in those 40% of people are preferring for rental than purchasing.

49% of people can choose the rental furniture based on the service and offerings they receive. 70% users are interested to go rental services, among 50% are willing to go more than 6 months rental.

Most customer annual income is more than 5 lakhs and are targeted audience to effort for rental.

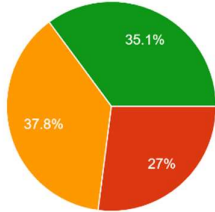
Which Location do you Live ?

35 responses



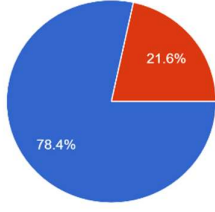
Select Age

37 responses



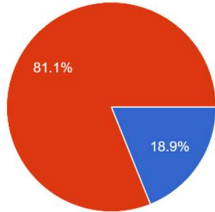
Are you aware with online furniture rental?

37 responses



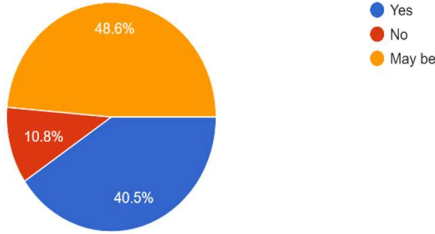
Have you ever rented furniture?

37 responses



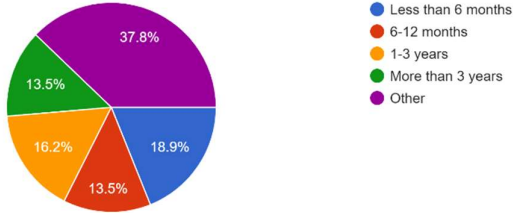
Do you feel renting furniture is feasible than purchasing?

37 responses

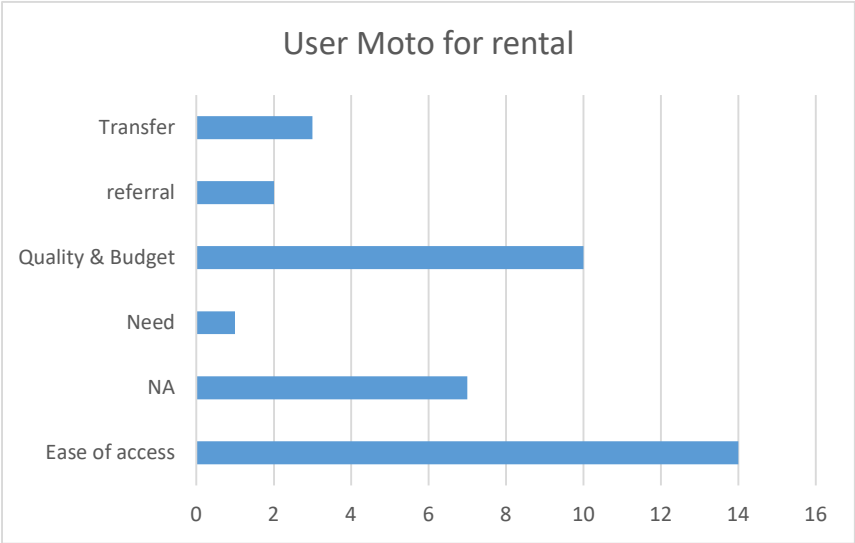


How often do you go for rental furniture

37 responses

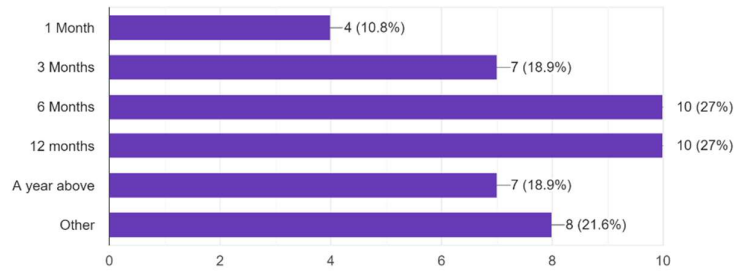


User Moto for rental



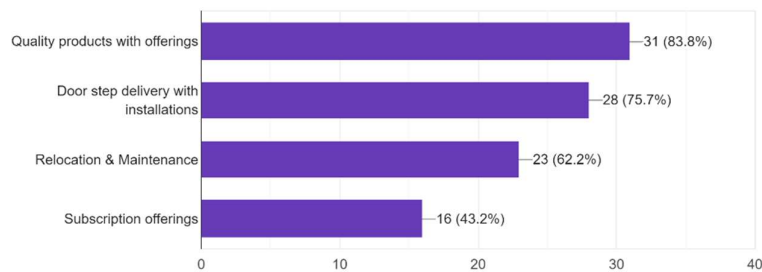
Select a rental period for your rental choice

37 responses



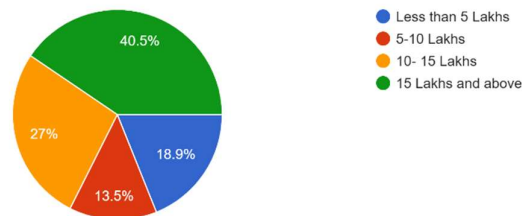
What kind of company offering services you choose for rental furniture

37 responses



What is average income of your family

37 responses



Hypothesis 3

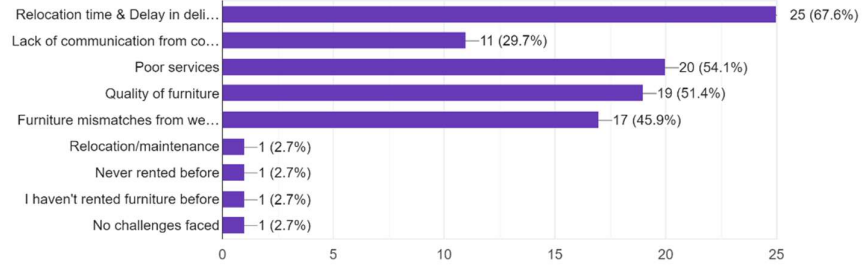
- Define customer challenges & pain points for rental furniture

Insights

Most of the customers need rental furniture when they relocate. Due to poor service, poor quality & lack of communication, most of the customers may hesitate to go for rental service. Need to provide quality service and furniture in time.

What are the challenges faced when you go for rental furniture

37 responses



Hypothesis 4:

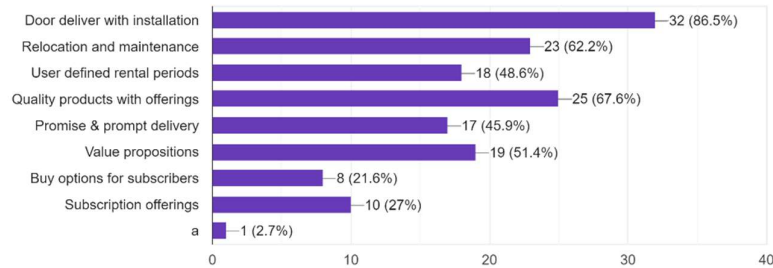
- Define company offerings to overcome the customer pain points/challenges

Insights

Suggestions collected from customer to define the company offerings based on the revenue and its goal proposition. Company needs to provide quality door to door service with reasonable price offerings to the customer. Company needs to provide some buying options for customer. Most of the customer

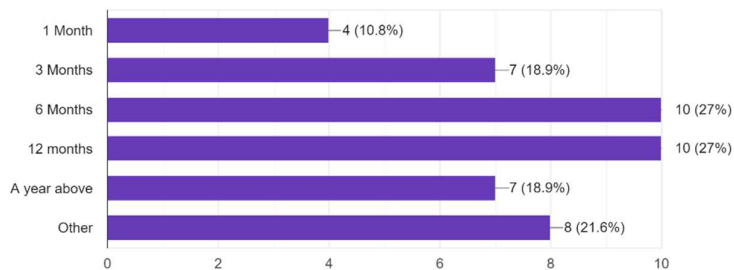
What are the Company offerings /services you would like to prefer ?

37 responses



Select a rental period for your rental choice

37 responses



Hypothesis 5:

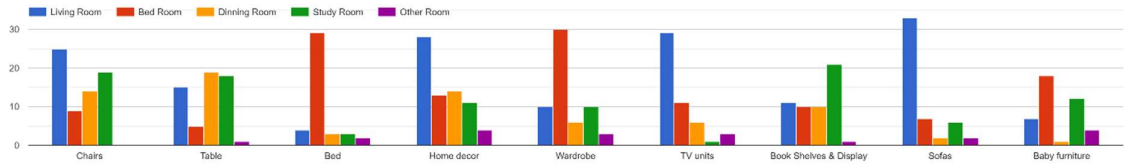
- Customer have different furniture items in their rooms

Insights

Most demand items in the customer rooms are defined as:

25 customers opted **chairs**, 29 customer **TV units**, 33 customers opted **sofa**, 28 opted **home decors** in their **living room**. 19 opted **dining table** in **dining room**. 29 opted **beds**, 30 opted **wardrobes**, 18 opted **baby furniture** in their **bed room**. 21 customers opted for **Book shelves and display** in **study room**.

Choose Product type you like to have in your room



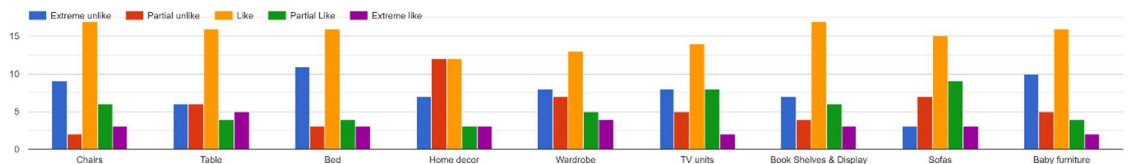
Hypothesis 6:

- Customer demands different items for rental in their home/flat

Insights

Most of the customer (40%) like/demands the following items for rental in their home – Chairs, Table, Bed, Book Shelves & Display, Sofa & Baby furniture

Which Product type you like for rental



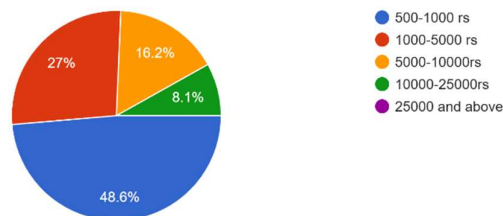
Hypothesis 7:

- Customer segmentation to tag the price for renting the furniture

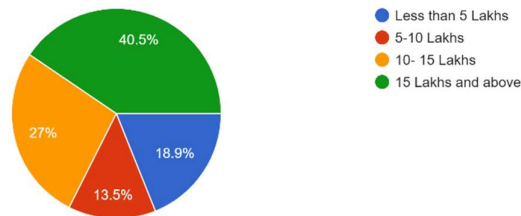
Insights

Customers can afford minimum 500/- and max of 25000/- . With segmentation of annual income of most customers family, user family annual income is more than 5 lakhs and have the targeted audience to afford for rental.

How much rent you would like to pay for rental furniture
37 responses



What is average income of your family
37 responses

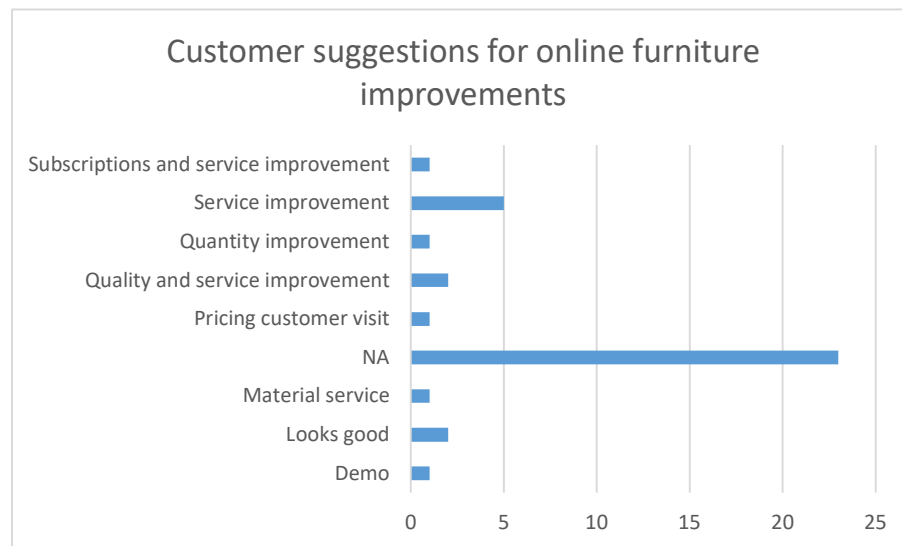


Hypothesis 8:

- Suggestions/recommendations from customer to improve online rental services.

Insights:

Most of the customer suggest to improve services, quality and quantity. Users are suggesting the materials of the rental furniture to be defined with the services.



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