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Question	State your objectives and hypotheses clearly. (Word limit: 100 words)
Response	<p><b>I am trying to find if people would rent furniture online:</b></p> <p>Objective 1: Why would someone rent furniture online? Hypotheses 1: Renting furniture is cheaper than buying</p> <p>Objective 2: Would you prefer shifting furniture every time you move? Hypotheses 2: Leaving furniture behind is easier than taking it with you from place to place</p> <p>Objective 3: Are there any advantages of variety in renting furniture? Hypotheses 3: Renting furniture gives you more flexibility to choose from rather than buying furniture</p>
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>Urban India population = <math>0.3 \times 1.3</math> billion = 390 million Assuming 40% of urban population in Delhi, Bangalore and Mumbai = <math>.4 \times 390</math> = 156 million 65% of Indians are below 35 yrs of age so on average these three cities will have = <math>.65 \times 156</math> = 101 million less than 35 years....many are young workers renting furniture in these cities so assuming 10% of 101 = 10 million approx in age grp 24-35 in these cities</p>

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 <a href="#">Sample Size Calculator</a>)</p>
Response	<p>Sample size was 97 with 1 crore population, CI of 95% and margin of error as 10% with response rate of 10% only it needs to be sent to 970 people.</p>
Question	<p>Prepare a questionnaire suiting your objectives. Submit the link to the survey.</p>
Response	<p><a href="https://docs.google.com/forms/d/1UcvkR4Zx_C9dOqewUuAKZh3wt8IDDH18FVKoq8jh02s/edit">https://docs.google.com/forms/d/1UcvkR4Zx_C9dOqewUuAKZh3wt8IDDH18FVKoq8jh02s/edit</a></p>
Response	<p><a href="https://docs.google.com/spreadsheets/d/132dgokRDTb94bklZFNDLKPQq7-ldfH55bee0rr04W-0/edit?usp=sharing">https://docs.google.com/spreadsheets/d/132dgokRDTb94bklZFNDLKPQq7-ldfH55bee0rr04W-0/edit?usp=sharing</a></p>
Question	<p>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)]</p>
Response	<p>There were 34 responses out of survey sent to 50 giving a response rate of 68%. Decided to stick to one channel only i.e WhatsApp to get quicker responses and follow up.</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	<ul style="list-style-type: none"> <li>• Out of 34, 11 had furniture rental experience, 32.5 % had rented furniture once</li> <li>• 40% of married couple had rented while 26% of bachelors had rented showing more furniture rental tendency towards couples</li> <li>• All those who rented furniture were in age group of 24-35 yrs only showing higher frequency in this demographic</li> <li>• Of those who rented furniture, 54.5% had neutral experience, 36.4% were satisfied, 9.1% were dissatisfied</li> <li>• 88% of our Sample size feels buying furniture is cheaper than renting furniture hence <b>proving our hypotheses 1 incorrect</b></li> <li>• 79.4 % of our sample size would rather prefer keeping their own furniture instead of leaving rented furniture behind while shifting houses hence <b>proving our hypotheses 2 incorrect</b></li> <li>• Since the renting frequency is more even in people shifting less number of times we can conclude that shifting frequently isn't really impacting renting patterns in our sample size again <b>proving our hypotheses 2 incorrect</b></li> <li>• Of the ten who rented furniture, abt 72.8 % believes it gives moderate to high flexibility options hence <b>proving our hypotheses 3 correct</b></li> </ul>

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