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Question	State your hypothesis and objectives clearly. (Word limit: 100 words)
Response	Objective: <ol style="list-style-type: none">1. To find the acceptability rate of Furniture Rental in the Indian market.2. To assess the kinds of furniture items most like to be rented and when.3. To find average rent customers are willing to spend. Hypothesis: <ol style="list-style-type: none">1. Majority of the people are aware about furniture rental facilities.2. Customers are open to renting furniture instead of buying new furniture if they see value for money.
Question	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. (Word limit: 100 words)
Response	I created a Facebook Ad where I created an Audience set of age 24-35years, working professionals, located in Delhi, Mumbai and Bangalore, which gave me the following number. Population Size : 12,000,000
Question	Calculate the sample size taking the confidence interval as 95%, the margin of error as 10%, and the response rate as 10%.
Response	Sample Size : 35 http://www.raosoft.com/samplesize.html
Question	Prepare a questionnaire suiting your objectives using Google Forms. Check the box which allows only one entry per user. Submit the link to the survey.

Response	https://goo.gl/forms/eGvSbvTA1YNbKaEE2
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	Channels used were mainly Whatsapp groups that consist of a variegated people of all age groups. Received 50 responses.
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: 100 Words)
Response	<p>Demographics:</p> <ol style="list-style-type: none"> 1. 62% of the people were target audience of the age between 24 and 35. 2. 68% of them were single and had 0-5years of work experience. 3. 52% of people lived in rental or shared rental accommodations. <p>Behaviour:</p> <ol style="list-style-type: none"> 1. 90% of people have never rented furniture. 62% said they will consider renting, 18% said they will rent again, confirming my hypothesis that majority people are aware furniture rental and have a high acceptability rate. <p>Reasons:</p> <ol style="list-style-type: none"> 1. Almost half of them say that they will or have rented furniture due to short term stays in a particular city and give highest importance to value for money. <p>Willingness to invest:</p> <ol style="list-style-type: none"> 1. 46% of the people are willing to pay a monthly rental between Rs500 to 1000 for a product.