

Data Analytics Business Problems Guide PDF Page

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PART 1: Page plan

Item	Decision
Final URL	<code>https://uncodemy.com/data-analytics-business-problems-pdf</code>
Intent (anti-cannibalisation)	PROBLEM FRAMING FRAMEWORK (vague problem to analysis plan). Worked cases are on the business case studies page.
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PART 2: Page content (copy-paste ready)

SEO Title (53 chars):

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Meta Description (143 chars):

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Quick Answer

This page offers Uncodemy's data analytics business problems guide as a PDF download. Analysts are rarely handed a clean question. This guide shows how to turn a vague request such as sales are down into a precise question, a metric, a plan for breaking the problem down and a recommendation, with examples of the questions interviewers ask.

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Business problems arrive vague

Managers rarely say please calculate monthly churn by cohort. They say customers seem to be leaving, or marketing is expensive, or why are deliveries late. Your first job as an analyst is to turn this into a question that data can answer. If you skip this step you risk spending days producing something technically correct that does not help. Framing is also a skill that interviewers test, because it separates people who can run queries from people who can solve problems.

A framework for framing a business problem

1. Clarify: ask what exactly is happening, since when and how it is measured today.
2. Define success: which metric shows the problem, and what target would count as solved?
3. Break down: split the metric into components (by time, segment, product, channel or formula).
4. Hypothesise: list plausible causes and the data that would confirm or reject each.
5. Gather and analyse: get the data, test each hypothesis, starting with the biggest component.
6. Recommend: state the action, the expected effect and how you will measure it.

Breaking a metric into parts

Metric	Break it down as	Where to look
Revenue	Customers x orders per customer x average order value	Which factor changed?
Profit	Revenue minus costs, by product line	Is the issue price, volume or cost?
Churn	By signup cohort, plan, channel and usage	Which group leaves fastest?
Conversion	Funnel steps from visit to purchase	Where is the biggest drop-off?
Delivery time	Order to dispatch plus dispatch to delivery	Which stage is slow?

Example: sales have dropped

Suppose the request is sales are down this month. Clarify first: down compared with what, last month or last year, and by how much? Define the metric: net revenue excluding returns. Break it down: revenue equals number of orders times average order value, so first check which of them fell. If orders fell, split by channel, region and new versus returning customers. If average order value fell, check discounts, product mix and basket size. Each branch suggests a cause to test: a stopped campaign, a stock shortage, a competitor's offer. The analysis then follows the branch with the largest drop.

Splitting a revenue change into orders and order value

A SQL pattern comparing two months. Table and column names are illustrative.

SELECT strftime('%Y-%m', order_date)	AS month,
COUNT(*)	AS orders,
ROUND(AVG(order_total), 2)	AS avg_order_value,
ROUND(SUM(order_total), 2)	AS revenue
FROM orders	
WHERE strftime('%Y-%m', order_date) IN ('2026-08', '2026-09')	
GROUP BY strftime('%Y-%m', order_date);	

Good clarifying questions to ask

Topic	Question
Scope	Which product, region or customer group is affected?
Time	When did it start, and is it seasonal?
Definition	How exactly is this metric calculated here?
Comparison	Compared with what: previous period, last year or a target?
Actions	What decision will this analysis support, and who decides?
Constraints	What data exists, and by when is the answer needed?

Interview-style business problems for practice

- Orders on an app have dropped 10 percent this week. How would you investigate?
- How would you decide whether a new feature improved retention?
- A discount campaign increased sales but profit fell. What would you check?
- How would you identify the most valuable customer segment?
- Customer support tickets doubled last month. Where would you start?

How to answer in an interview

State your understanding of the problem and ask one or two clarifying questions. Name the metric and its components. Lay out a short plan: the data you need, the cuts you would make and the order in which you would look. Say what you would conclude under each result and what recommendation might follow. Speak in structure, for example first, second, third, because a clear structure matters more than a perfect answer. If

you do not know a number, say how you would find it.

Common mistakes in problem solving

- **Starting with the data** instead of the question.
- **Analysing everything** rather than the biggest driver first.
- **Confusing correlation with cause** when explaining the drop.
- **Giving findings without a recommendation.**
- **Not defining the metric**, so teams argue about numbers.

Building the habit

Practise with everyday examples: why is a local shop busy on certain days, why did an app update annoy users. Write the metric, the breakdown and the data you would need. Doing this ten times will make the framework automatic when a real problem appears.

Mini template for your answer

Part	One line to write
Problem	Restate it in one sentence with the metric and comparison
Metric	Name the formula and its components
Hypotheses	Two or three likely causes
Data	Tables and fields you need
Analysis	The cuts you would make and in what order
Recommendation	Action, owner, timing and how success is measured

A worked example: why did app orders drop?

Suppose orders on a food-delivery style app fell ten percent week on week. A structured answer might run like this. First confirm the drop is real, not a tracking fault, by checking another source such as payments. Then split orders by platform, city and new versus returning users to see where it is concentrated. If the drop sits in one city, look at supply issues such as fewer delivery partners, a local event or weather. If it sits in new users, look at marketing spend and conversion in the sign-up funnel. Each branch has a clear data check, and your final recommendation follows the branch the data supports.

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Frequently Asked Questions

How do I approach a vague business problem as an analyst?

Clarify the situation, define the metric and success, break the metric into parts, form hypotheses, test them with data and finish with a recommendation.

What is a good first step when sales drop?

Define the comparison and metric, then split revenue into orders and average order value to see which one changed.

What questions should I ask a stakeholder?

Ask about scope, time period, metric definition, comparison point, the decision the analysis will support and constraints on data and deadline.

How are business problems tested in interviews?

Interviewers often give a scenario and look for a clear structure, sensible metrics, logical breakdowns and a practical recommendation.

Do I need coding to solve business problems?

Coding helps with analysis, but the first and most important part is framing and structuring the problem, which needs no code.

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