**Interim Report of**

**Country Delight - Increasing Brand Awareness for D2C Brand**

* Introduction

*< Relevant details about the project, industry, company and a need of the present study>*

* Problem Statement, Scope and Objective

*< Define the core problem statement and list down the objectives of the project. Ideally here you will state the overall objective and break it down into the steps that you are going to follow to achieve the objective. Scope defines the boundary of the project. Clearly mention what is within scope and what is outside of the project>*

* Data Source and Description(wherever applicable)

*< Provide all details of data. Include complete Data Dictionary in appendix, but provide important information about the data to be used for the analysis. >*

* Data Preprocessing(wherever applicable)

*< The dataset that you have chosen for your Capstone project should be cleaned before proceeding further and you should mention the approach you have taken to structure the data, to treat outliers and missing values. Put detail steps in appendix.>*

* Industry Analysis

*< Comprehensive analysis of the state of the product category and the business environment using appropriate frameworks. (e.g., Porter's 5 forces, PESTLE). This analysis should rely on extensive secondary research and be supported by data sources where applicable.>*

* Consumer Behaviour

*<Insights on evolving consumer behavior patterns and product category usage trends.>*

* Brand Value Preposition

*<Comprehensive audit of the brand’s value proposition (e.g., using SWOT analysis) & brand strength>*

* Progress on digital marketing strategy

*< Interim reports are not expected to include final results but for effective feedback you must provide* *some interim results.>*

* Actionable insights and recommendations to the stakeholder

*<If possible, indicate actionable insight. But this is not the end of the project, hence the final outcome cannot be derived at this stage.>*

* References and Bibliography

*<Details about any reference books, articles, web resources etc. that are to be used for the project.>*

* Appendix

*<All outputs must be placed in Appendix.*

*In the appendix, you may include data dictionary and a view of the data for at least five observations.>*

***For detail instructions see Interim Report Guidelines. Non-adherence to Guideline instructions will incur heavy penalty.***

Below are the guidelines for the Interim Report:

|  |  |
| --- | --- |
| **Review Parameters** | **Points** |
| **1) Introduction of the business problem and definition** | 3 |
| a) Defining the problem statement |  |
| b) Need of the study/project |  |
| c) Understanding business/social opportunity |  |
|  |  |
| **2)Comprehensive analysis of the state of the product category and the business environment using appropriate frameworks. (e.g., Porter's 5 forces, PESTLE). This analysis should rely on extensive secondary research and be supported by data sources where applicable** | 6 |
|  |  |
| 3)Insights on evolving consumer behavior patterns and product category usage trends. These insights should also be derived from secondary data sources(e.g., industry sector outlook reports) | 4 |
|  |  |
| 4) Comprehensive audit of the brand’s value proposition (e.g., using SWOT analysis) & brand strength. | 3 |
| 5) Adherence to Interim Report Guidelines | 4 |
| a) Restricting the report to 10 pages |  |
| b) Grammatical error ( punctuation, spellings) |  |
| **Total** | 20 |

**What is expected in a good report?**

1. The question should be attempted in sequential order of the rubric. Do not skip a rubric and then attempt it later in the If you are performing some additional step, which is not mentioned in the rubric, please do mention that properly.
2. For any question,  there will be a logical step-by-step approach that you will follow to solve any question. In this report, you are expected to explain the steps as well as the logic behind those steps
3. You should support your answers with visuals like Tables, graphs (bar graph, histogram, boxplot, etc.).
4. Interpretation of your results in plain English is very crucial. You need to explain the results that you have achieved in your project so that someone in a  leadership position without a marketing background can understand your work.