Review Parameters	Review points
1) Introduction of the business problem	**4**
a) Defining problem statement	
b) Need of the study/project	
c) Understanding business/social opportunity	
2)Data Report	**2**
a) Understanding how data was collected in terms of time, frequency and methodology	
b) Visual inspection of data (rows, columns, descriptive details)	
c) Understanding of attributes (variable info, renaming if required)	
3) Exploratory data analysis	**10**
a) Univariate analysis (distribution and spread for every continuous attribute, distribution of data in categories for categorical ones)	
b) Bivariate analysis (relationship between different variables , correlations)	
a) Removal of unwanted variables (if applicable)	
b) Missing Value treatment (if applicable)	
d) Outlier treatment (if required)	
e) Variable transformation (if applicable)	
f) Addition of new variables (if required)	
4) Business insights from EDA	**4**
a) Is the data unbalanced? If so, what can be done? Please explain in the context of the business	
b) Any business insights using clustering (if applicable)	
c) Any other business insights	

Review Parameters	Review Points
5). Model building and interpretation.	**10**
a. Build various models (You can choose to build models for either or all of descriptive, predictive or prescriptive purposes)	
b. Test your predictive model against the test set using various appropriate performance metrics	
c.Interpretation of the model(s)	

6). Model Tuning and business implication	**10**
a.) Ensemble modelling, wherever applicable	
b.) Any other model tuning measures(if applicable)	
C.) Interpretation of the most optimum model and its implication on the business	
Total	**20**

A business report in pdf format which includes the detailed analysis of project along with business insights and recommendations.   40 mrks