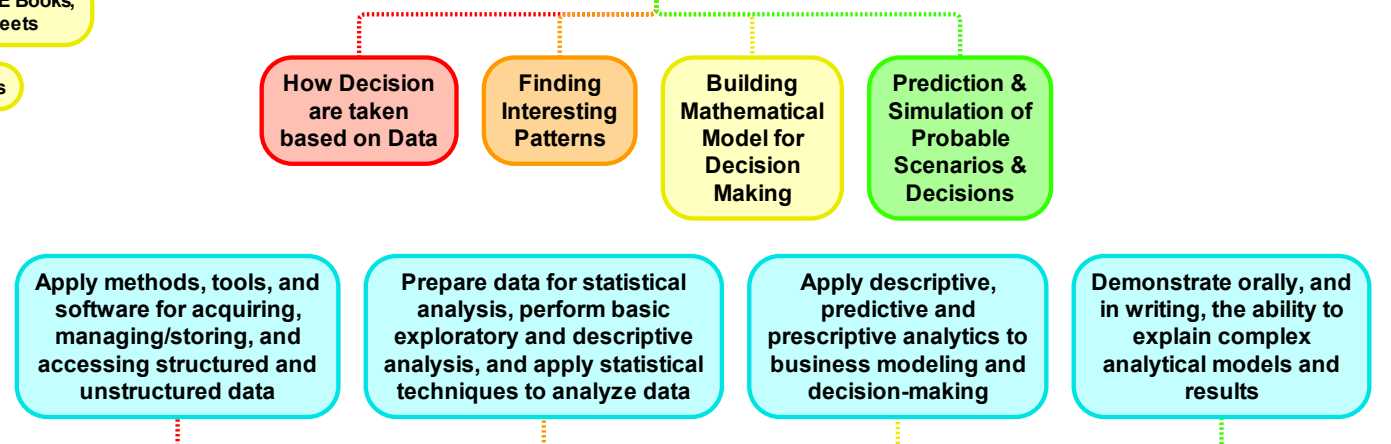
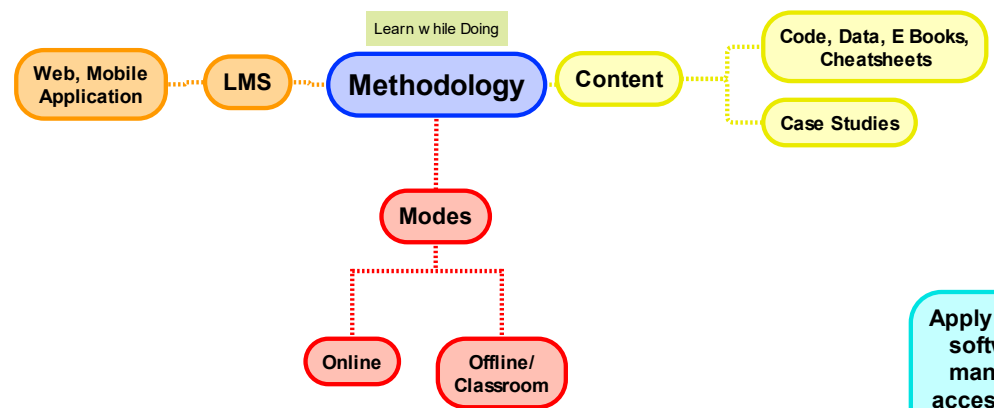
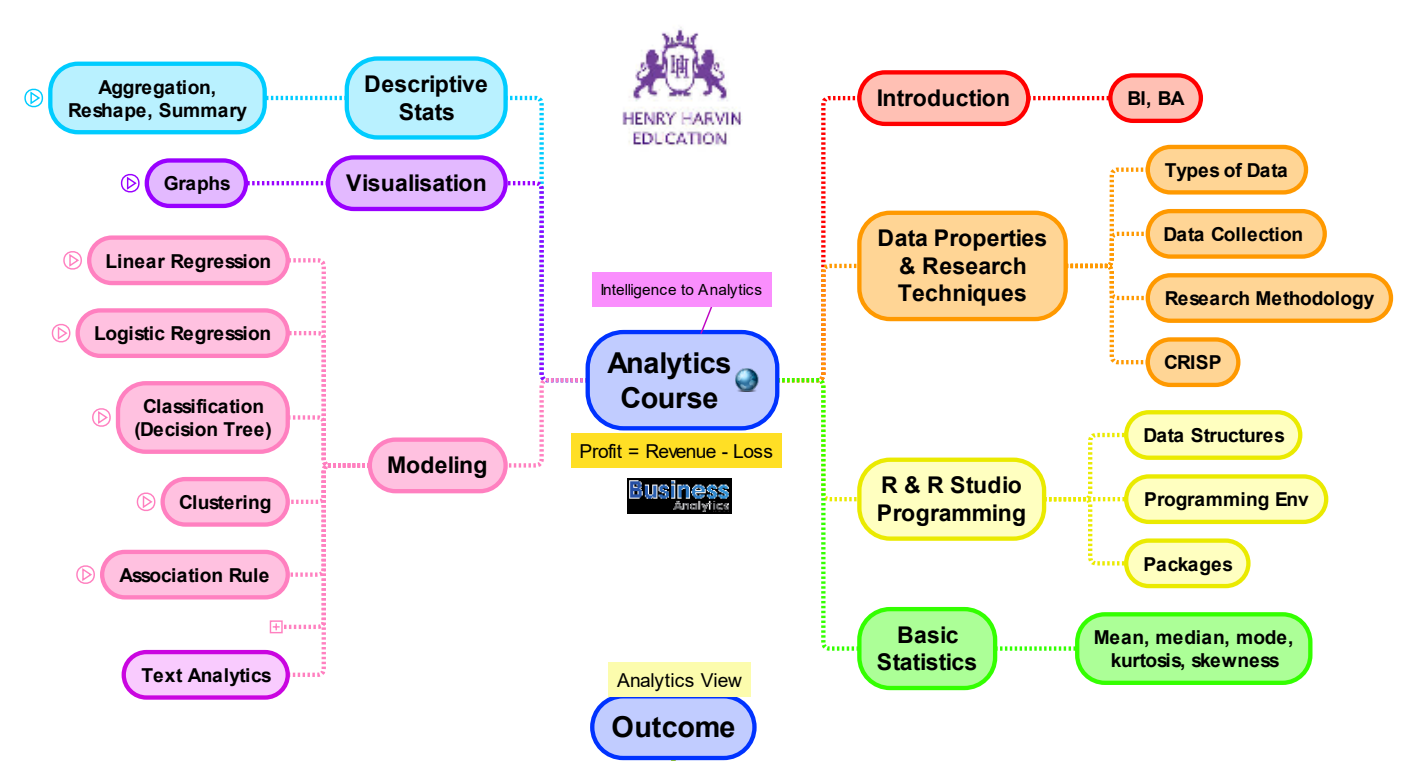


### Types of Cases

- Predicting Sales Amount/ Qty on the various parameters
- Predict Binary Decisions (Yes/No, Churn, Default, Subscribe, Buy) based on various parameters
- Develop Decision Tree structure to predict/ classify Customer Behaviour/ Outcome
- Build Groups like Customer segmentation using Clustering Techniques to carryout groupwise analysis
- Find Strong Association between products and services to build Recommendation Systems using Market Basket Analysis
- Forecasting Sales / Quantity/ Stock Prices using Time Series Analysis
- Analysis of Unstructured data from applications like Twitter to Business Understanding

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### Certified Analytics Practitioner (CxAP)



- ### Job Profiles
- Business Analyst
  - Marketing Analyst
  - Data Scientist (Technical)
  - Data Analysis Consultant

### Objectives/ Learning

Business View