Data Science Certification Internship Project

Taste of real-life business problem.

Agenda

- Objective
- Data Information
- General Process
- Presentation Format
- Marking

Objective

- This project will allow you to integrate and apply the knowledge, skills and concepts that you have acquired throughout the academic journey.

- It will allow you to demonstrate your understanding of key concepts, methodologies and best practices.

- It can also help you in professional development by fostering skills such as time management, teamwork and problem solving.

Data Information

- The dataset provided for this project is a subset of data our team worked on for a project of **Shopee, Brazil**. To adhere to privacy polices, certain columns have been deleted from the dataset.

- The data provided to you contains all the required detail such as orders, customer demographics, products and the segment information, quantity, shipping cost etc.

- All the information about the features is present in **Data_Dictionary.pdf**

General Process

- Problem Statement

- Research Objective

- Data Understanding and Preparation

- Report Creation

- Conclusion

General Process

Problem Statement:

Assume that the company is looking to create a customer base, enhancing the customer experience and recommend relevant products to the customers and increase revenue as per the information present.

General Process

Research Objective:

- Your task is to generate a report with some important insights which can be helpful for the company to better understand their customers.

- Feel free to explore the dataset and come up with the solution as per your understandings.

General Process

Data Understanding and Preparation:

- First step towards the analysis is to understand and prepare the data you have, once you get the idea about the features given in the dataset and the relationship among the variables then you can start preparing the dataset for the data analysis.

- Data preparation is important because you need to transform the data as per the requirements like imputing missing values, changing the data type, deriving a custom column etc.

General Process

Report Creation:

- Once the data is ready, you must create a report to show the findings in a professional way, so that all the key findings should be clear to the client.

- Your report should include important KPIs (Key Performance Indicators) which can derive important information to make business decisions.

General Process

Conclusion:

- Show all the important insights/findings from your report.
- Highlight the recommendations if any.
- Future scope.

Presentation Format

- Once the final report/dashboard is ready you must show your results by preparing a presentation file (.ppt). If you're using Power BI for this project, you can show use Power BI also for the presentation.

- It would be better if you include the slides with the full process of your analysis so it looks more professional and would be clear to the audience.

- Along with the PowerPoint Presentation file (.ppt), you must include the Power BI report with the default format (.pbix) in the submission.

Let's do the magic with data?