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**Data Visualization & Interpretation  
(DSECL ZG555))**

**First Semester, 2019 -20**

**Assignment 1 – PS2 - [BANKING Marketing DATA ANALYSIS] - [Weightage 12 %]**

1. **Problem Statement**

You work for one of the leading Banks as data analyst. The bank has a very huge customer base. Along with the routine banking operation support, the bank also has the diversified product portfolio, which is also made available to the bank customers time to time. For this purpose, the banks marketing department runs several campaigns and many details about those campaigns are documented properly. Time to time, the marketing executives refers back this recorded data in order to figure out the success rate of the campaign.

**The Objectives Includes**  :

When the marketing campaign is run, the customers are selected randomly from the huge customer base of the bank. The marketing executives of the bank contacts these customers in order to make them aware of the different banking products those are offered by the bank and to enable them to make purchase of such products either through online mode or offline mode. As the potential customers are selected randomly, the success rate of the campaign is varying a lot from each other run of the campaign. The bank’s marketing team has taken a note of this variance and decided to figure out the contributing factor for this change in success rate. They have concluded that instead of selecting the customers randomly, a proper process needs to be in place so that right potential customers are identified and further on those only should be contacted with the product offerings. For this purpose, they have assigned you a task of data analysis of earlier run campaigns data in order to figure out what are the contributing factors those helps in successful conversion of phone conversation into purchase of the product. Then these contributing attributes will be accommodated in the process of potential customer finding and targeting.

For this exercise, use the below dataset





Make yourself familiar with these attributes as these might help you in determining the contributing factors with respect to the successful product purchase.

Once the dataset is prepared and ready for the analysis, you can make use of Tableau Desktop tool for Exploratory Data Analysis in order to figure out the most significant attributes that helps in product purchase. If required, feel free to make proper assumptions about the data and the analysis process to be followed. Don’t forget to mention the assumptions at the right places.

With the EDA carried out in step 5, you should prepare a dashboard for the Marketing department leaders, which will enable them to augment the customer finding process with right set of attributes. The presentation should provide

1. Enough context for the business problem
2. Tableau visuals for focusing on the observations/ findings
3. Recommendations / Suggestions about the contributing factors

The objectives also include

1. Clearly demonstrate the Visualisation Context.

What questions are you trying to answer/display in your visualizations? Write these as specific questions. You need to come up with 3 questions atleast, each of which will be answered using one Viz.

1. Chart 1: What type of viz did you create? Why did you select the viz that you did?
2. Chart 2: What type of viz did you create? Why did you select the viz that you did?
3. Chart 3: What type of viz did you create? Why did you select the viz that you did?
4. Create your dashboard
5. **Deliverables**

Zipped file containing

* The word doc with answers to question 1 through 5 above.
* The tableau workbook containing the dashboard.
* The file name should be the respective group name.

1. **Deadline**

* The strict deadline for submission of the assignment is **< December 9,2019> EoD.**
* Late submissions won’t be evaluated.

1. **How to submit**

* This is a group assignment.
* Each group consists of upto 4 members. All members of the group will work on the same problem statement.
* Each sub group should zip the deliverables and upload in CANVAS in respective location under ASSIGNMENT Tab.
* Assignment submitted via means other than through CANVAS will not be graded

1. **Evaluation**

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| Sl No | Criteria | Description |
| 1 | Effective usage of context  (15%) | * Clearly identify the context using the concepts learnt in the class * Use the storytelling strategies while drafting the presentation |
| 2 | Choice of appropriate visuals  (25%) | * Identify the appropriate visuals while communicating the message * Use the right set of visuals while presenting the message |
| 3 | No clutter in the visuals  (25%) | * The visuals presented should not have have any unwanted elements that reduces the understanding of data |
| 4 | Audience attention  (10%) | * The visuals presented has the right kind of visual clues that helps audience to focus the attention wherever required. |
| 5 | Effective story telling  (25%) | * Effective, interesting story is narrated through the Dashboard |

**ALL GROUP MEMBERS WILL BE CREDITED THE SAME MARKS.ITS INDIVIDUAL’S RESPONSIBILITY TO ENSURE HIS/HER PARTICIPATION AS WELL AS TEAM’S RESPONSIBILITY TO ENSURE EVERYONE’S PARTICIPATION.**