

2Market – Project Brief

Overview

In this assignment, you'll need to submit a dashboard, a report, and a recording of yourself presenting your analysis with your initial insights. Your report and presentation should detail your process and a summary of your initial findings and insights. To complete the assignment you will leverage Excel, SQL, and Tableau, you will analyse a data set to identify insights based on a specific organisational context.

At the end of Module 6, you'll submit your assignment which accounts for 90% of your final grade.

As part of this assignment, you need to save and submit three files:

1. A Tableau dashboard (as a TWBX file) – You will assess stakeholder requirements and adoption principles to create a dashboard to communicate insights to your audience.
2. A recording of your presentation (as a .mp4 file)
3. A PDF report of 1000 words (+/- 10%) indicating your approach, thought process, results, conclusions, and any recommendations you would like to make (as a .pdf file.)

Scenario

You are a data analyst working with 2Market, a global supermarket which sells products online and in-store, to help them understand their customer purchase behaviour.

In particular, 2Market wants to understand:

- The demographics of their customers
- Which advertising channels seem to be the most effective
- Which products seem to sell the best and if that varies based on demographic

To support 2Market, you'll:

- **Complete your analysis and create a dashboard:** You'll analyse data and create a dashboard that includes key metrics to inform decision-making (such as the average revenue from each marketing channel.)
- **Complete a report:** You'll write a report explaining your approach and any insights discovered.
- **Complete your presentation:** You'll communicate insights to stakeholders in a recorded presentation.

Access the data

You are provided with two data files, marketing_data.csv and ad_data.csv. You will find these files in a ZIP file you can download below. Alongside the two CSV files you will also find the metadata. The metadata is a text file that describes the columns and variables in the data files.

To access the files for this assignment download the ZIP file:

- [LSE DA101 Assignment data.zip](#)

Extract and save the files to your computer. In this ZIP file you will find the following:

- marketing_data.csv
- ad_data.csv
- metadata_2Market.txt