

## ✔ Project 2 Data Analyst – Telecom Industry Analysis

Field	Details
Project Title	Data Analysis and Visualization for Business Optimization – Telecom Sector
Start Date	16/07/2025
Due Date	18/07/2025
Industry Domain	Telecom Industry Analysis
Objective	To analyze telecom sales data to identify trends, top-performing services, customer preferences, and sales patterns to optimize marketing strategies, boost revenue, and improve regional sales performance.
Tools & Technologies Used	<ul style="list-style-type: none"><li>- Python (Pandas, NumPy, Matplotlib, Seaborn)</li><li>- SQL</li><li>- Power BI / Tableau</li><li>- Excel</li><li>- Jupyter Notebook / Google Colab</li><li>- (Optional) Scikit-learn</li></ul>

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### Mapped KRA (Key Responsibility Areas)

S.N	KRA Description
1	Collected, cleaned, and pre-processed raw retail data using Excel, SQL, and Python.
2	Designed and developed interactive sales dashboards and visual reports using Power BI.
3	Analyzed customer purchasing patterns, seasonal trends, and sales growth.
4	Wrote complex SQL queries to extract and merge data from multiple retail databases.
5	Conducted A/B tests to assess the impact of discount strategies on sales.
6	Collaborated with senior data professionals to automate sales reports using Python.
7	Documented analysis, created presentations, and communicated insights to stakeholders.

- 8 Validated and checked data accuracy before integrating with Power BI dashboards.
  - 9 Actively participated in team discussions, suggesting insights for promotions.
  - 10 Delivered weekly mini-projects on various KPIs such as customer retention and product ROI.
  - 11 Mentored by skilledUp experts to apply real-time retail analytics practices.
  - 12 Shared weekly insights and dashboards on LinkedIn and professional networks.
  - 13 Referred qualified leads monthly to support skilledUp's Data Analytics initiatives.
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## Deliverables

- ✓ Cleaned dataset (.csv / SQL)
  - ✓ SQL queries and scripts
  - ✓ Power BI dashboard
  - ✓ PDF Report with insights and recommendations
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## Prepared By

Field	Details
Name	<b>Kshitij Srivatstav</b>
Department	<b>DS/AI</b>
Role	<b>TeamLeader</b>