



Company Logo

Data Science Consulting

Intern Name

DSBA 6400 Internship

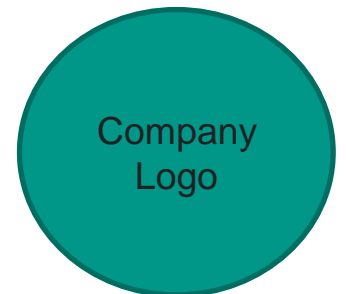
April 29th, 20xx



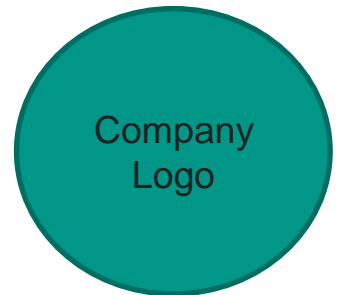
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Support Clients with Data Analysis to Achieve their Business Objectives

- Propose a new Match App tool to support recruiters and improve the hiring process
- Extract the sentiment of comments in a LinkedIn post related to the organization
- Design a data governance strategy for a financial client to improve their data structure by best practices of quality, privacy, and process
- Develop a notification system for a client in the food retailer industry to optimize inventory restocking

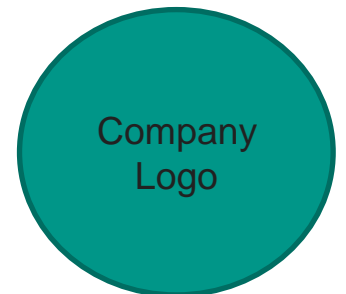


Company A Human Resources Department

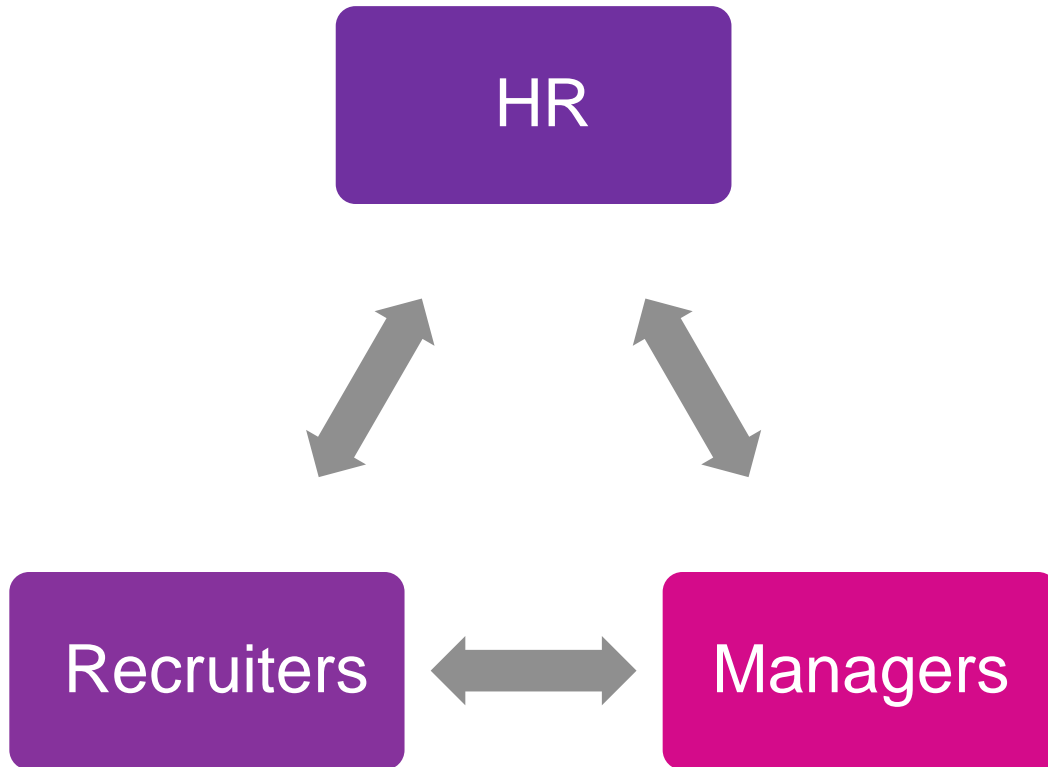


Existing Match App Does Not Support Recruiters

- Not aligned with the HR and Legal departments
- XYZ Workplace recruiting software does not attend the recruiters demands
 - No database with the applicants resumes
 - Profiles that were not accepted to a specific position are discarded
- The company has over 30 recruiters and each one has its own methodology
- Recruiters using LinkedIn Premium
- Not all open positions are posted on LinkedIn



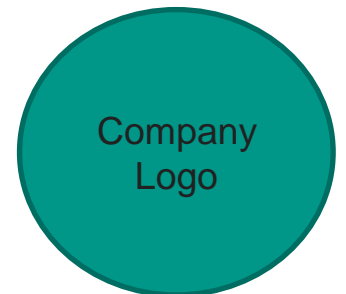
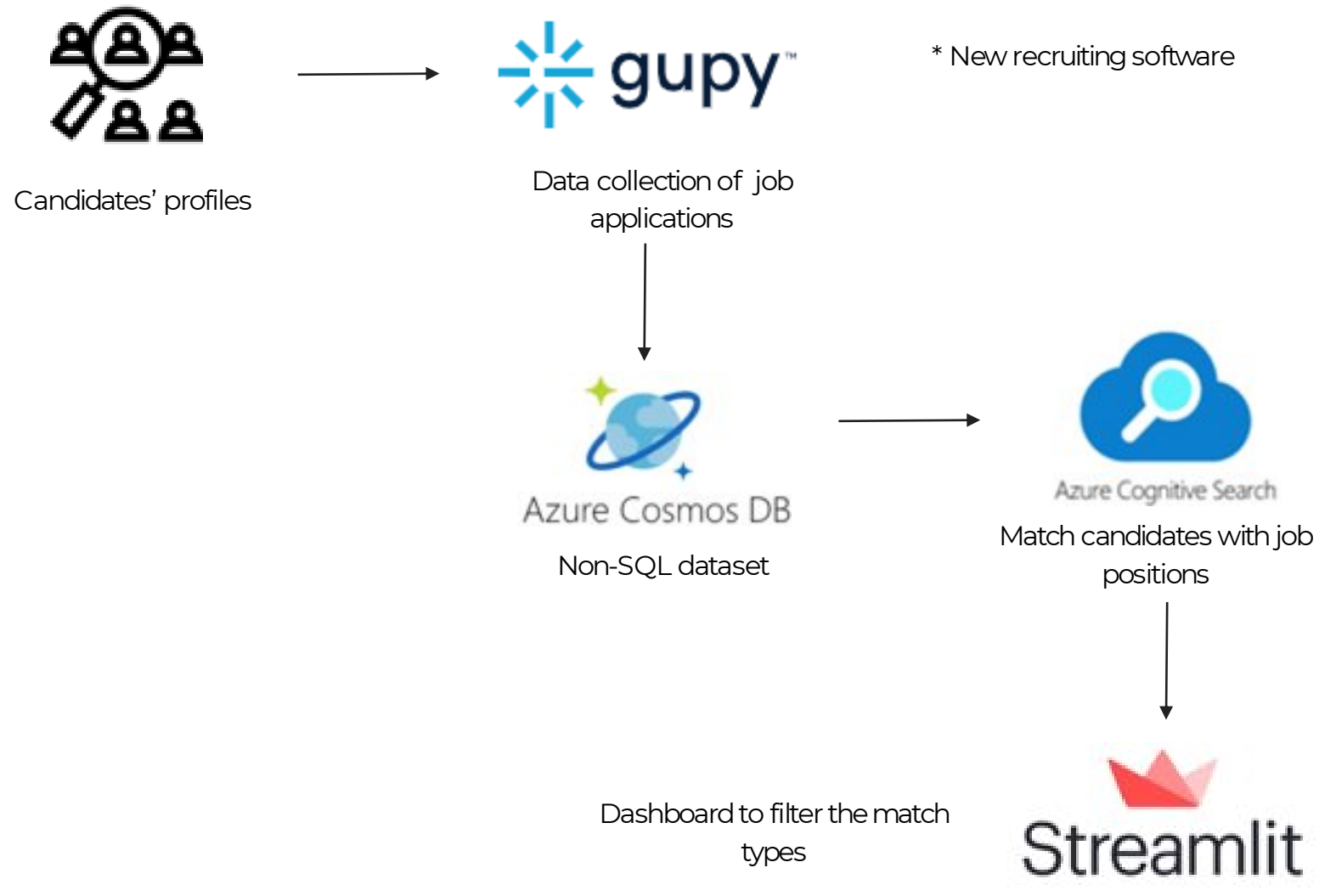
Target Audience



The objective is to integrate the systems to have better workforce insights



Proposal of New Match App to Optimize the Recruiting Process

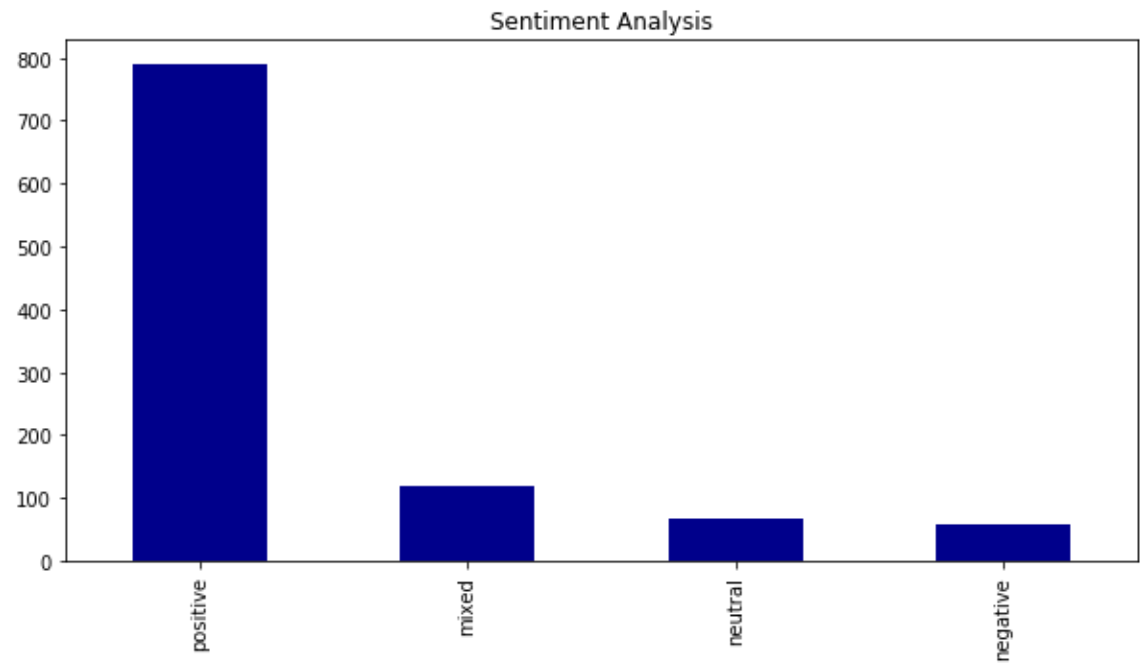
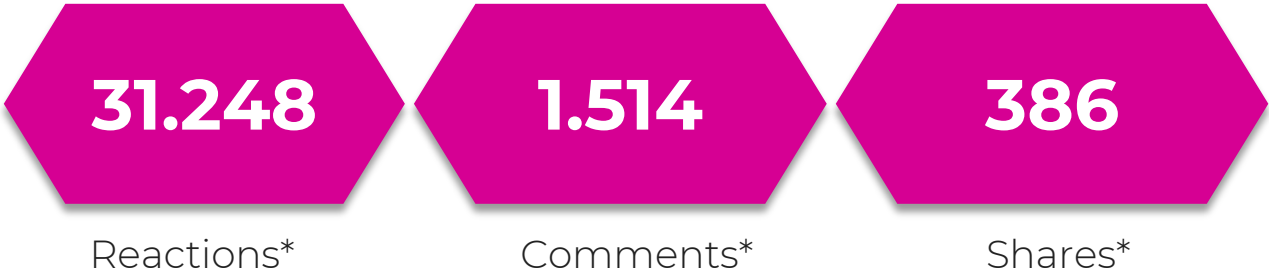


Sentiment Analysis on LinkedIn Post

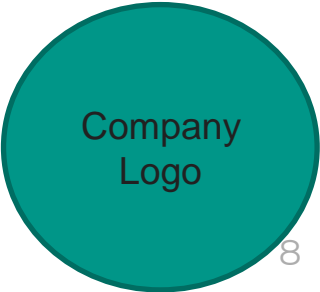
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High Engagement in the Post and Positive Feedback to the Company's Reputation

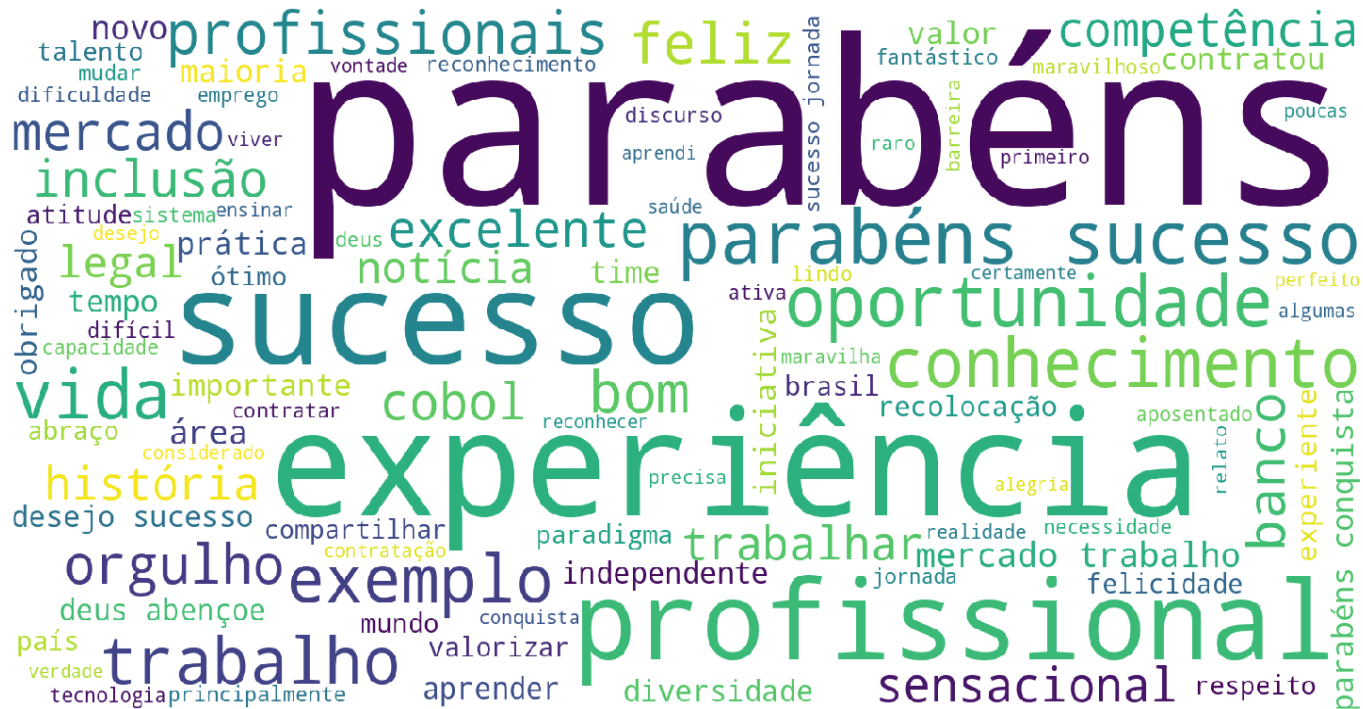


The majority of the post comments were **positive**



*data from March 29th, 2022

Positive Comments Related to the New Employee and Company A



The comments were directed to both the employee and the company

Most terms congratulate the employee's opportunity and the organization's attitude



Data Governance – Financial Client

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Project Plan and Strategy to Improve Data Quality

- Framework based on Design Driven to empathize and define the problems
 - Immersion , Analytics and Synthesis
 - SWOT Analysis
 - Organization and Governance
 - Questionnaire
- The strategy is to improve and guarantee data quality and data security of the business
- Data brings business **value**, increases **performance**, reduces **risk**, and it saves the company thousands of dollars

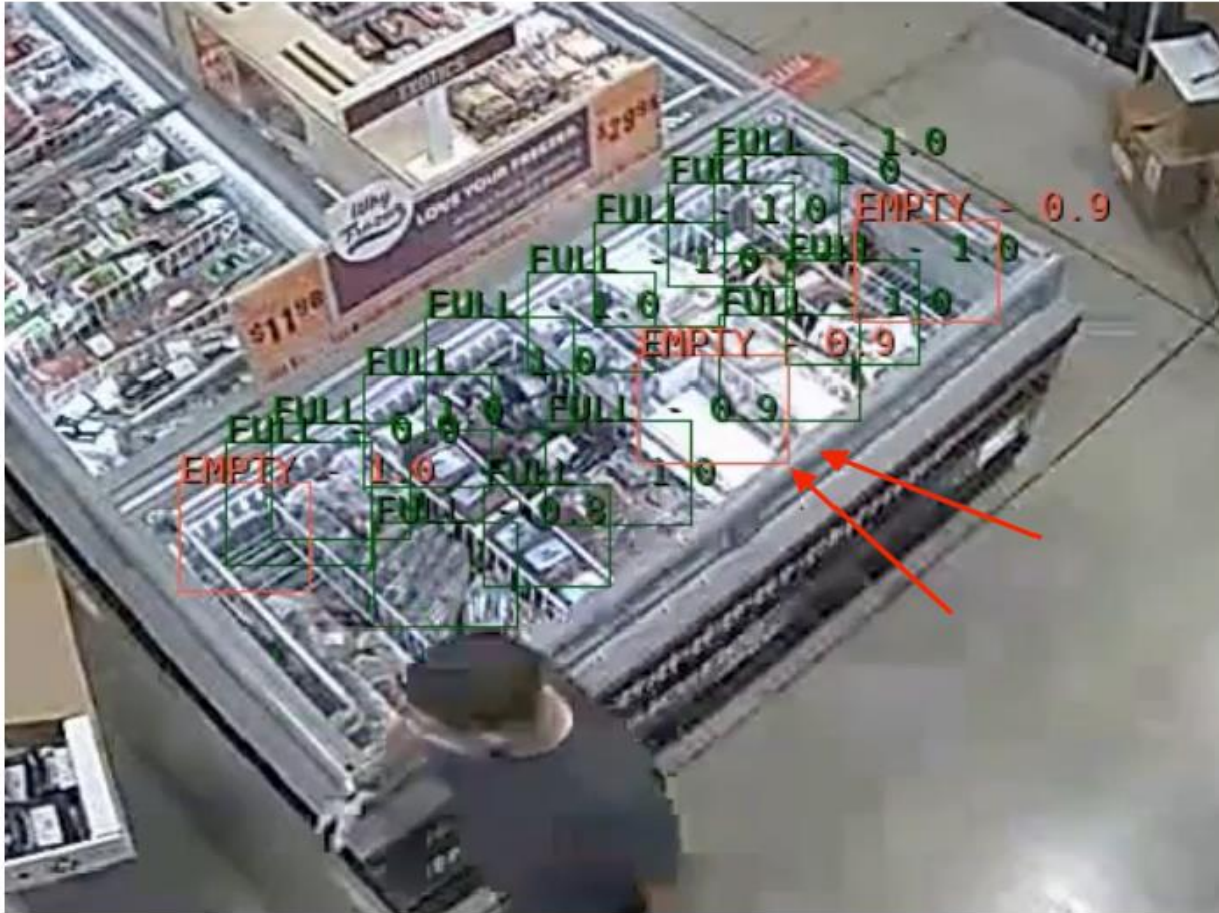


Notification System – Food Retailer Client

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Computer Vision Model to Capture the Products in the Bunker



The model identifies the parts of the bunker that contains the products and the parts that need to be restocked

Other bunkers will be tested to ensure model performance

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Data Science Consulting Supports Client's Business to Achieve their Goals

- Match App will guarantee a faster and efficient hiring process and clear visibility to both the recruiters and HR department
- LinkedIn post brought a positive aspect to the brand reputation
- Data governance project will provide benefits to the business performance
- The notification system will optimize inventory restocking in the food retailer stores

