[TLAB] Shopping Data Analytics

Start Assignment

* **Due** Nov 27 by 11:59pm
* **Available** Nov 13 at 12am - Nov 27 at 11:59pm

*Bengaluru, India*

You are a junior data analyst at a fast-growing online shopping company headquartered in Bengaluru, India, **FlashFash**.  To get an understanding of the American market, your team has been tasked with analyzing the shopping behavior of consumers.

Your job will entail analyzing a sample dataset for aggregate descriptive statistics and visualizations on American consumers. We are interested in discovering the "seasonality" of shoppers, which demographics buy the most, and which market outreach strategies we can apply to maximize purchases.

Download this [zipped folder](https://tkh.instructure.com/courses/133/files/6281?wrap=1)[Download zipped folder](https://tkh.instructure.com/courses/133/files/6281/download?download_frd=1)to get started. You will transfer the folders and files from this folder to your GitHub repository.

Utilize documentation, your peers, readings, and classroom notes to complete this project. There is one difficulty level to this project.

The complete directions are embedded in the project itself. This will be due on 11/27. Submit a link to your GitHub repository.

Rubric

**TLAB Rubric**

| TLAB Rubric | | |
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| **Criteria** | **Ratings** | **Pts** |
| This criterion is linked to a Learning OutcomeDocumentation  How well Fellows demonstrate their ability to comment, describe, and document the code the yare writing. This includes in-script comments, function definitions, READMEs, and other methods of describing their code including technical documentation. | |  |  |  | | --- | --- | --- | | **25 pts**  **Full Marks** | **15 pts**  **Somewhat Accomplished** | **0 pts**  **No Marks** | | 25 pts |
| This criterion is linked to a Learning OutcomeFunctionality  Fellow's code should perform the expected tasks without errors. That means the code should answer the provided questions or solve the project problem in a way that any other person could replicate the code without debugging or issues in a similar coding environment. | |  |  |  | | --- | --- | --- | | **25 pts**  **Full Marks** | **15 pts**  **Somewhat Functional** | **0 pts**  **No Marks** | | 25 pts |
| This criterion is linked to a Learning OutcomeCorrectness/Style  Fellow's code is written in a way that adheres to PEP8 standards or guidelines set forth by instructors. For example, imports should follow standard practice (e.g. pandas as pd), variable names should be properly capitalized and spelled, and class names are properly capitalized and spelled.  Git repositories should follow a standardized structure such as code in code folders, docs in a doc folder, and data in a data folder as outlined by the Azure recommendations. | |  |  |  | | --- | --- | --- | | **25 pts**  **Full Marks** | **15 pts**  **Somewhat Correct** | **0 pts**  **No Marks** | | 25 pts |
| This criterion is linked to a Learning OutcomeAnalytical Detail  Does the Fellow include mathematical or visual analysis of the data as necessary and is reasonable? Fellow must demonstrate not only technical ability in generating analysis but also the ability to describe their reasoning for said analysis. For instance, do we include the necessary statistical tests, model measurements, and visual exploratory data analysis which can provide background context and insight into performance?  These can include things like ANOVA, measures of central tendency, heatmaps, bar graphs, model metrics, and so on. | |  |  |  | | --- | --- | --- | | **25 pts**  **Full Analysis** | **15 pts**  **Partial Analysis** | **0 pts**  **No Marks** | | 25 pts |
| Total Points: 100 | | |