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Gartner L2 Data Science Internship – Project Samples Introduction

Project 1 – Burger Heaven Case Study (Individual Project)

This project was based on an individual class assignment in which we had to analyze a sample client, Burger Heaven, and its brand effectiveness in TV advertising. The professor introduced us to several factors that determine how well viewers remember ads seen in-between TV programming and whether the brand of the ad can also be recalled. We were given an excel data sheet with different campaigns from Burger Heaven and factors of the ad's percentage performance in ad memorability, brand memorability, message memorability, net likability, brand linkage, and show attentiveness. We were asked to determine which factor was the most important in determining the most effective and least effective advertising campaigns, and provide additional insights from the data set through a PowerPoint presentation.

Brand memorability is based on a viewer's ability to recall both an ad watched during a TV program and the brand of the ad shown. I chose this as the major factor in determining which campaigns were more effective and least effective based on total averages and the looking at the top five/lowest five percentages in brand memorability. I was also able to find insights that the use of certain icons in Burger Heaven's ad campaigns are more effective than others based on viewer's ability to link it to the brand.

Project 2 – Amtrak (Group Project)

In this class project, we had to strategize how we would reach both our business and marketing objective over the next 12 months for Amtrak. Through this, we performed an overview of Amtrak's business, strengths and weaknesses, and competition. As this was a group project, I was in charge of determining Amtrak's existing customers. Based on data from the existing customers, I also determined who would be the best target audiences for our campaign. I used Simmons OneView, a database of consumer survey data, to run tabulations to build a profile of an Amtrak existing customer. The PowerPoint slides I was responsible for are 4, and 11 through 16. I have also written my name in the notes section of the slides.

Project 3 – Tableau SuperStore Project (Individual Project)

This project was inspired by a self-learning exercise in which I wanted to create data visualizations through Tableau. I took a sample set of data from Tableau called SuperStore and created several visualizations from there. SuperStore included customer information and items purchased from different locations. Through this project, I was able to see how data can be shown and interpreted in different ways based on the desired storytelling. I created bar graphs and geo-dimension maps displaying densities of customers and profits by location/category. This can tell where the future expansion opportunities are for the SuperStore.