

Project Proposal

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Why did you choose this company or topic? What interests you the most?

Data source and its industry

Details about the features of the dataset.

What this dataset is about such as Sales, Marketing, Budget, and HRM? What are some of the features, you are interested in? What is the spread of the dataset? How old? How Long?

[illegible]

Market Problem:

There could be multiple problems identified after exploring the dataset. For example: if it is the sales dataset, you may be interested in knowing Sales per region over the last 3 years and the trend could be downward. So, you can summarize the problem as Sales showing downward trend, you will be doing diagnostic analysis and prescriptive analysis to find out the reason for the trend and some suggested solutions.

As this is just a proposal, you are not expected to do too much of EDA but by analyzing the data in Excel, you can brief out some possible issues with the company.

Problem Approach/Solving the problem:

We can use segmentation or RFM to solve the problem...

->Data Cleaning

->Exploratory data analysis

->Visualizations

->Models

->Conclusion

Tools:

Python and its libraries – NumPy, Pandas, Seaborn

Jupyter Notebook

Tableau

Timeline:

Estimated Timeline of achieving the result