About us

Edulyt India is a start-up working towards reducing the Gap between Education & Employment, founded in 2015 with a mission to train fresh graduates. Disrupting the education management sector mainly focused in the field of Analytics. Our core area of working is in Data Analytics for BFSI domain. Our team is working on basic AI tools to make the world a better easier place to live. Our core expertise lies in making the Graduates industry ready. We are highly skilled and trained in delivering training to aspiring Graduates.

Problem Statement

Sanity Checks – Data Cleaning

- Provide a meaningful treatment where the Credit Card entries are blank.
- Identity where Price is equal to Selling Price even after having a Coupon Code, apply an automatic discount of 5% for those entries.
- Make sure that the return date is after the Purchase Date.
- If the Coupon ID is NULL, make sure that NO discount is given, the Selling Price should be equal to Price.
- Age should be greater than 18 for all the CC holders.
- Transaction ID should be unique for all.

Tasks

- Customer Segmentation Based on Spend in Dollars, based on Swipes, segmentation example below. You can create more segment as per your wisdom.

Young Females
Mid age Females
Old Females
Young Males
Mid age Males
Old Males

- Calculate the spend in terms of Product, State and Payment method.
- Calculate the highest 5 spending in all above categories.
- Give your opinion on return category like customers returning the products belongs to which state, age group, condition, category of the product or is it related to discount.
- Create a profile of customers in terms of timing of their order.
- Which payment method is providing more discount for customers?
- Create a profile for high value items vs low value items and relate that wrt to their number of orders.
- Do you think if merchant provides more discount then can it will lead to increase in number of orders?

Programming Language and Tools

- SAS, Python, SQL, EXL and their corresponding tools.
- Power BI (Not mandatory).

Linkedin : https://www.linkedin.com/company/edulytindia/
Website : https://edulyt.com
Instagram : https://instagram.com/edulyt_india

Thanks and Regards

Edulyt India
Education to Employment
Email : edulyt.india@gmail.com / info@edulyt.com
+91 8929252575