

Data Analytics Project

1 Final Presentation

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Business Objective

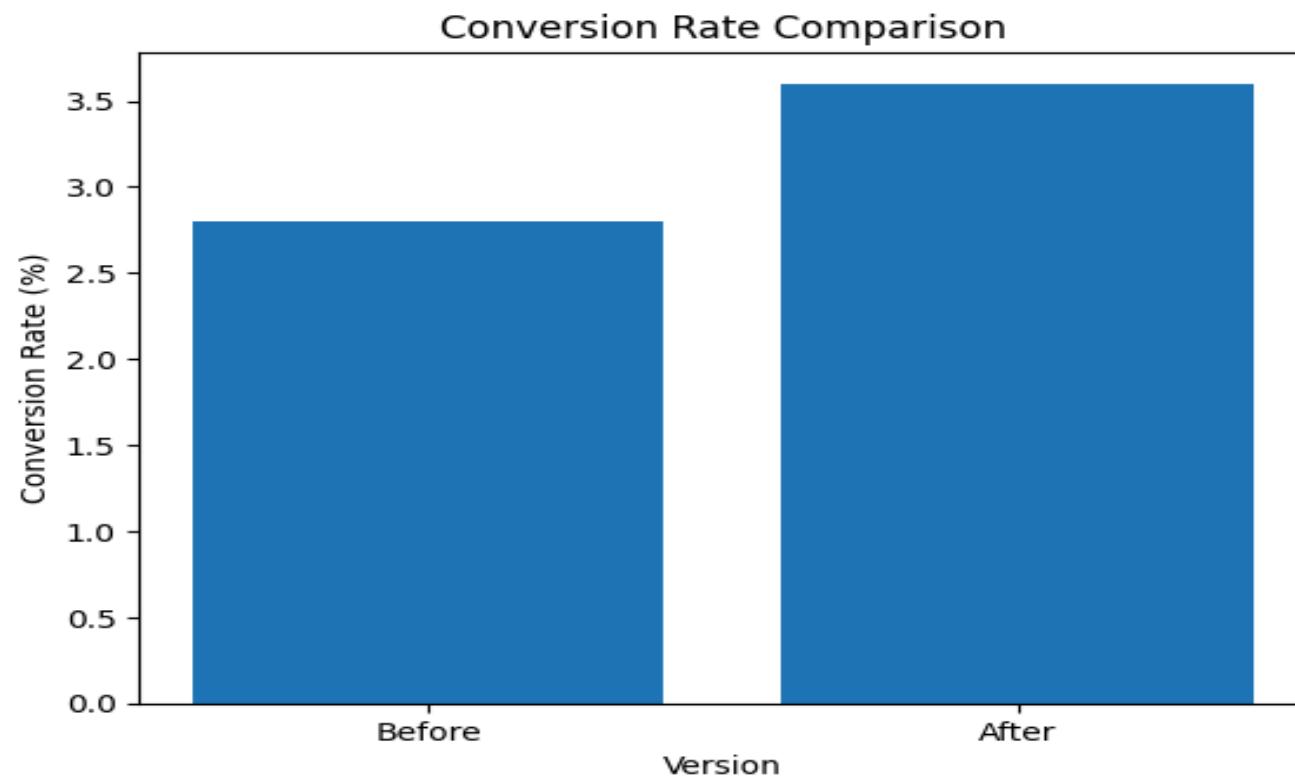
- 1 Analyze business data
- 2 Measure performance changes
- 3 Support decision making

Dataset Overview

- 1 User interaction dataset
- 2 Before vs After comparison
- 3 Includes conversion & engagement metrics

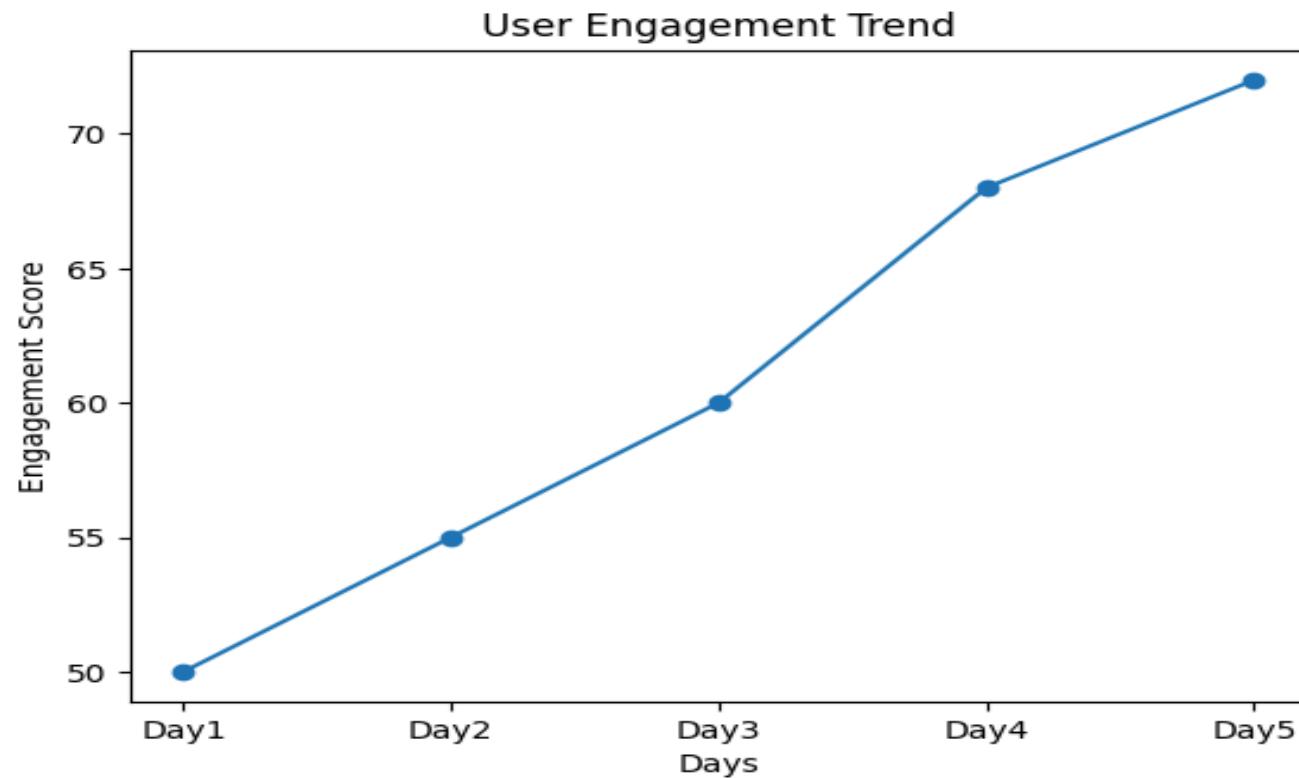
Conversion Improvement

- 1 Conversion increased from 2.8% to 3.6%
- 2 Represents significant improvement



Engagement Trend

- 1 User engagement increased steadily
- 2 Shows positive impact of changes



Business Insights

- 1 Results are statistically significant
- 2 Improvement is not random
- 3 Strategy positively impacted users

Recommendations

- 1 Roll out strategy fully
- 2 Focus on mobile optimization
- 3 Continue testing
- 4 Track KPIs

Skills Demonstrated

- 1 Data Cleaning
- 2 EDA
- 3 Visualization
- 4 Statistical Testing
- 5 Business Storytelling

Thank You