

# Data Analytics Project

- 1 Final Presentation
- 2 Venkatesh Kuppala

# Business Objective

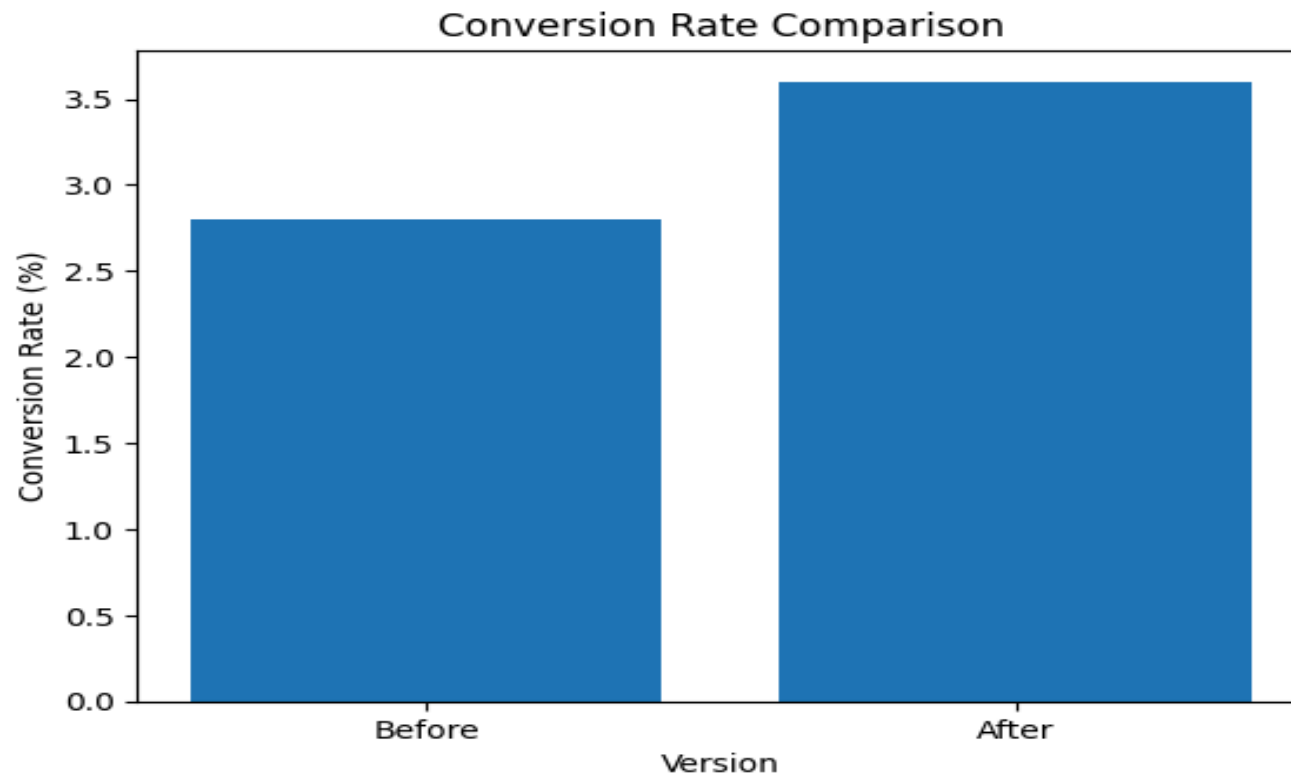
- 1 Analyze business data
- 2 Measure performance changes
- 3 Support decision making

# Dataset Overview

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

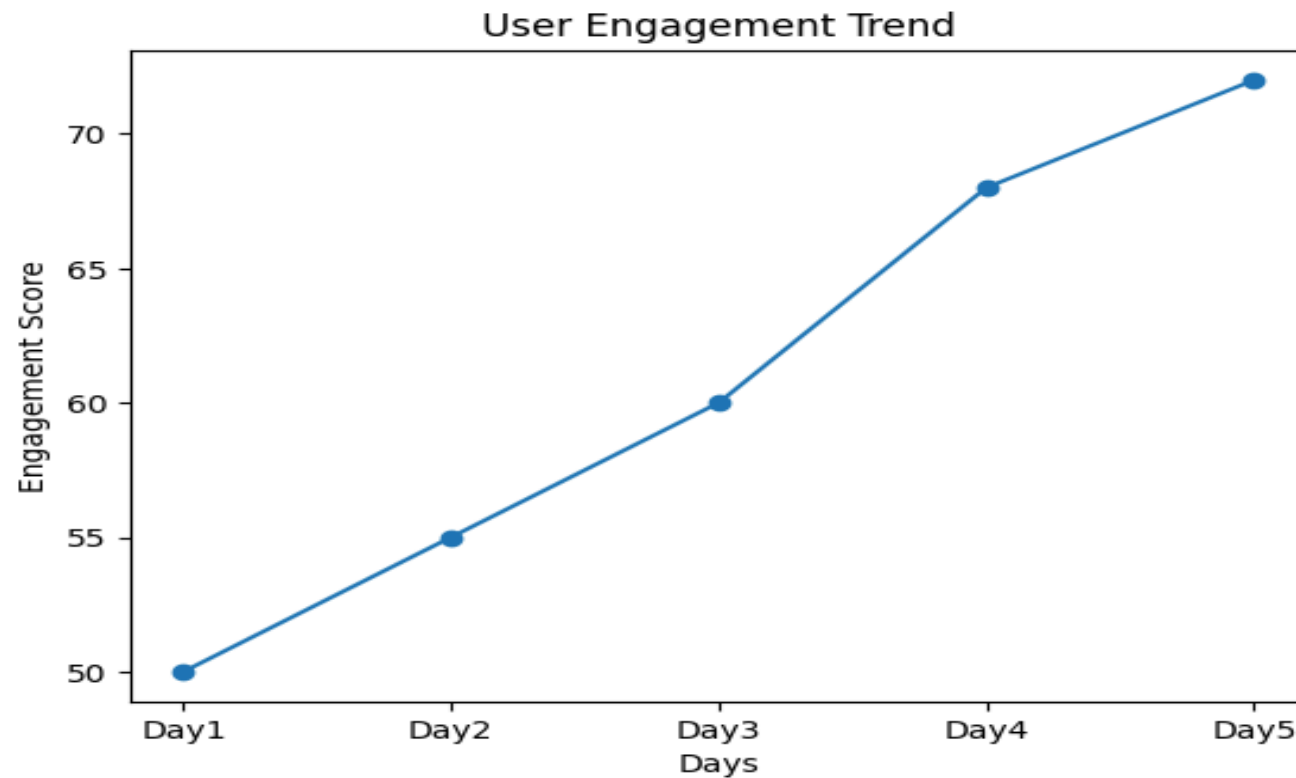
# Conversion Improvement

- 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