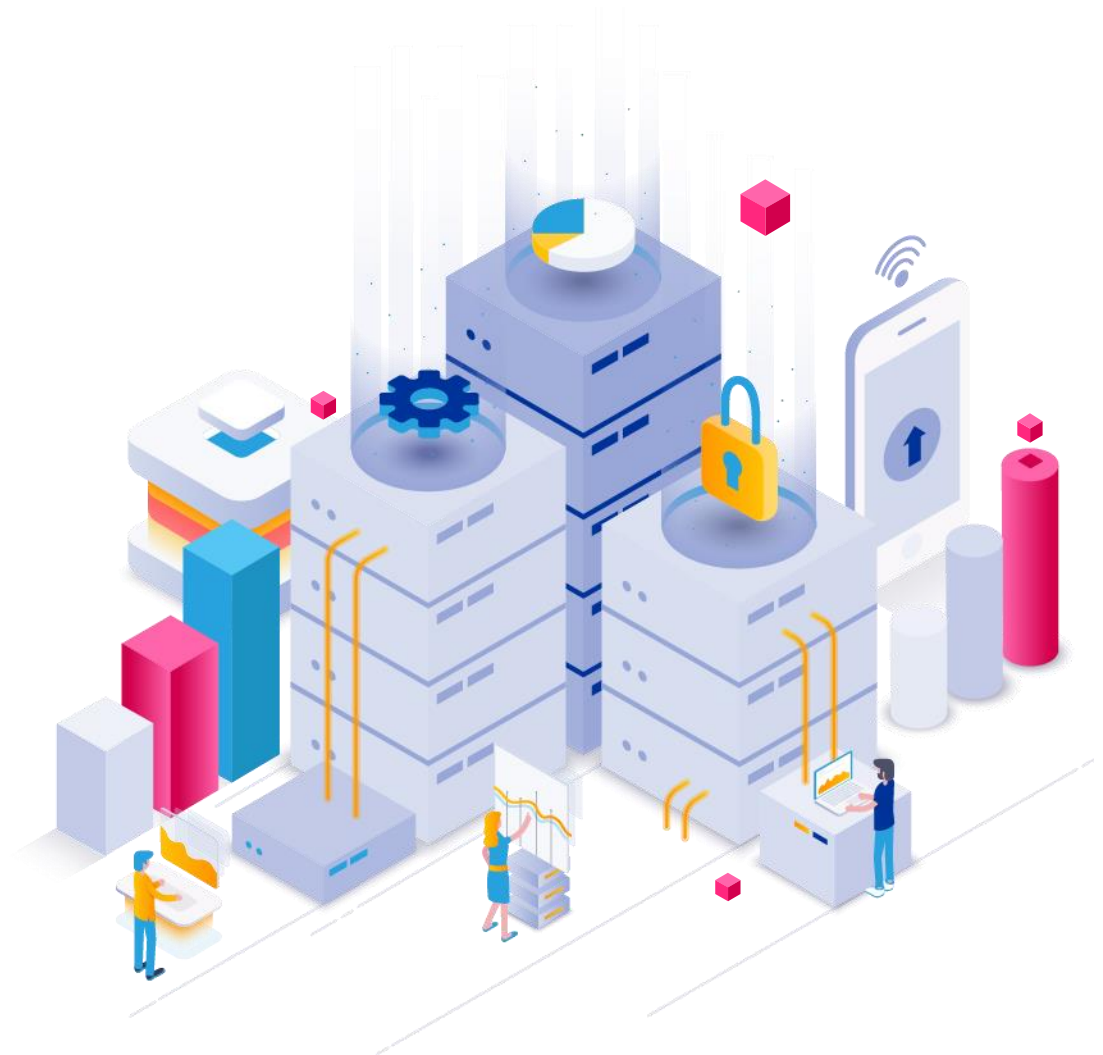




# OBL

## Data Innovation Challenge

Final Presentation



### Project Team

Venkatesh Radhakrishnan | Laxminarayanan N V | IMohamed Noordeen



## PROJECT OBJECTIVE

Develop a complete strategy for identifying the key features that drive the estimation of the value and develop a self-serve tool to identify common themes across NPLs



## VISION

OBL Data Innovation challenge is a program driven by Orient Bell to invite the best among the data driven minds in the world to attempt to solve a real world problem using real data.

The real data driven problem revolves around marketing analytics which would present a perfect opportunity to bring forth a synthesis of technical modelling and subject matter expertise in market research.



## Venkatesh Radhakrishnan

- Data Scientist – Operational Efficiency, RRD
- Hackathon Expert
- Faculty, Machine Learning & Artificial Intelligence, Imarticus



## Laxminarayan NV

- Senior Data Scientist – Customer Insights, Logitech
- Faculty, Machine Learning, - SSN College of Engineering



## Mohamed Noordeen

- Full Stack Data Scientist – Salesforce
- Author and Technical Editor, Data Science With Python, Packt
- Faculty, Machine Learning, - Great Learning
- Faculty, Machine Learning & Artificial Intelligence, Imarticus



# Our USP



Interpretable Features



Marketing Domain Expertise

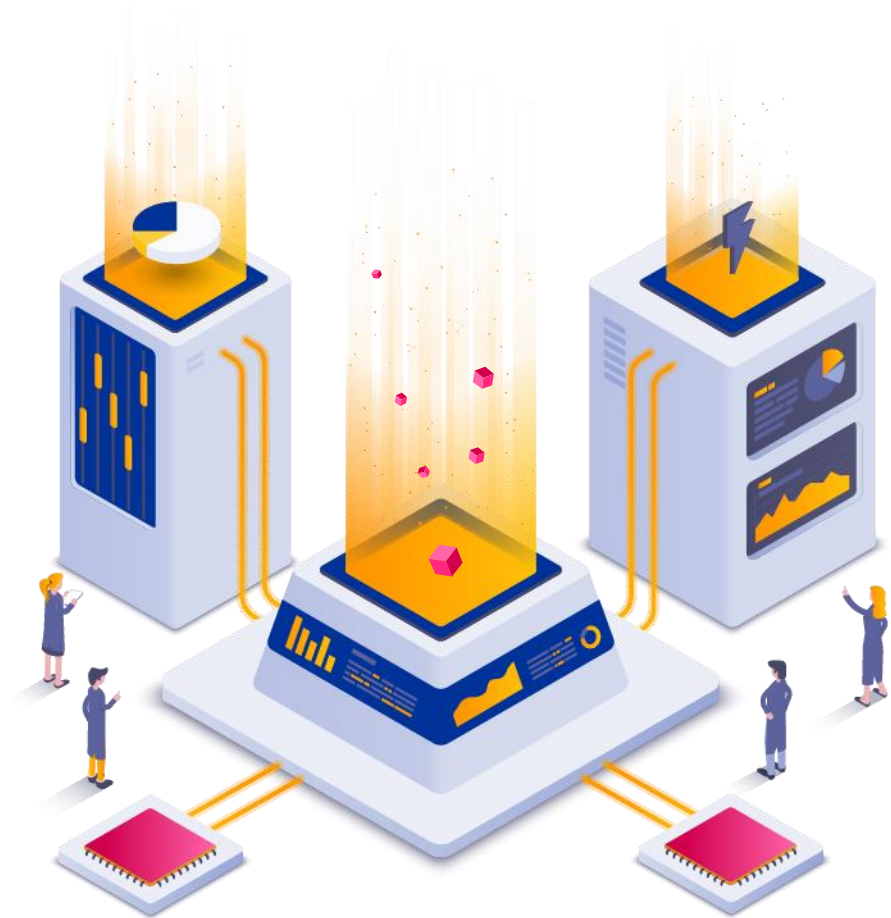


Scalability



Hybrid Solution

# QA



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