

Report

On

Learnings from Mock Project at ZDS

By

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Project Overview

For this mock project, I was tasked with finding strategies to increase sales by 5% and improve customer loyalty. At first glance, the problem seemed straightforward; however, as a data analyst, the real challenge lay not only in proposing the solution but also in ensuring it was data-driven and presented effectively.

The tools used to generate insights from the data provided:

- 1) Python
 - a. Pandas
 - b. Seaborn
 - c. Matplotlib
 - d. Time-delta
- 2) Microsoft Excel

Key Learnings

This project provided valuable insights into the professional work environment, where guesswork and uncertainty have little room. The importance of accuracy, ethical decision-making, and being prepared with data became clear throughout the process. I also learned the value of respecting others' time and capacities, especially when interacting with clients.

Understanding Client Needs

In my role as a data analyst, I realized that success is not only about having the right solution but also about ensuring that the client understands and agrees with the proposed ideas. With the support of my peers, I learned that clients expect solutions derived from the data they provide. It is not enough to merely explain the data; Hence, more focus should be on identifying and addressing key issues while offering actionable solutions which can be backed by data.

Data Investigation and Analysis

Throughout the investigation phase, I made sure to check correlations across all tables and columns to avoid overlooking important insights. I learnt that it's a good practice to visualize data from multiple perspectives before formulating a hypothesis. This approach ensures that no valuable data points are missed and leads to more informed decision-making. The same goes for testing the hypothesis formulated as well.

Also, I observed that it is not required that only one aspect/attribute is responsible for any observed trend. Multiple attributes together can also lead to an observation. This was observed in the sales analysis where gender of people, store counts in various regions and sales channels all played a role simultaneously in the observations acquired by us.

Preparation for Client Meetings

A critical part of client interactions is preparing for all potential questions and scenarios, aside from presenting the insights and solutions. As a data analyst, my decisions need to be evidence-based. Testing hypotheses thoroughly and investigating all available data is essential to making sound decisions, which in turn builds client trust in the proposed solution.

Client Communication and Presentations

When setting up client meetings, one key lesson was the importance of creating an executive summary for presentations. I learned to schedule meetings well in advance and share the agenda, which outlines the meeting's deliverables. This ensures that clients are prepared and know what to expect, allowing them to ask relevant follow-up questions. Additionally, providing a copy of the presentation (in PDF format) ahead of the meeting gives clients an opportunity to familiarize themselves with the material, making the discussions more efficient.

Conclusion

In conclusion, as a data analyst, our primary role is to provide solutions, not just identify problems. Maintaining a curious, questioning mindset helps in better understanding data and formulating data-driven solutions. It's important to disclose just enough information to help the client grasp both the solution and the reasoning behind it. By making decisions based on solid data, we can build trust and deliver meaningful results.