PROJECTING DASHBOARD VIEWS FOR ENERGY TRANSITION PRODUCTS TO DETERMINE PROPER RESOURCE ALLOCATION AND DEVELOPMENT FOCUS

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OVERVIEW

1. Project Background and Description

Energy Transition has been a central topic in the news for the last 6 months and many companies are beginning to see the change in culture and policies and preparing for the position themselves properly. A certain energy data company would like to know if they can project their dashboard views from their clients to better understand where the market focus is and better allocate resources to the development and training of those dashboards. If they feel confidence in the projection (70%), then they will properly allocate resources (people and time) to the development and training of those dashboards. If possible, they will like to see these based on industry to figure out how to target the trainings and sales as well.

2. Dataset

As the products were recently deployed, the last 3 months of data will be extracted from the user activity database. The data will be solely encompassing the energy transition and renewable market and will reflect user views and interactions with the dashboard on a month-year timescale. The data will have the industry, country, company, and dashboard name with value items being the page views, requests, and time spent on each dashboard.

3. Data Science Approach

1) *Clean the data and make sure all values are numerical. A zero is a good data point as these are all measurements of views/time.*
2) *Explore the data for trends, counts, distributions, and shares of the views.*
3) *Determine if any standardization/transformation needs to be done to the data and choose 3 models (linear, logistical, random forest) to model the expected number of views in the next coming 3 months.*
4) *Determine accuracy of models.*

4. Deliverables

Deliverable will be a Jupyter notebook of the code, a written report, and presentation slide deck.