How to Get Started (A Step-by-Step Guide)

Welcome to our Resume Project challenge! Here's a step-by-step guide on how to get started:

Deadline and Enrollment:

* The current challenge details, including the deadline, will be displayed at the top of this page.
* To participate, simply click the "**Enroll for Free**" button and follow the instructions to enroll for the challenge.

Problem Statement:

* Read the problem statement thoroughly to understand the task you are required to solve.
* It will provide you with a clear overview of the problem and the goals you need to achieve.

Download Dataset:

* Click the **"Download Files Here"** button to download the dataset.
* The dataset will be in a zip file format.
* After downloading, unzip the file to access all the required files, including:
  + Datasets (CSV files)
  + Mock-up dashboard
  + Metadata (provides additional information about the dataset)

Familiarize Yourself:

* Take some time to familiarize yourself with the problem statement, mock-up dashboard, and dataset.
* Use the metadata to understand the structure and context of the data before diving into your analysis.
* If the problem statement specifies a particular tool to be used, make sure to utilize that tool.
* Otherwise, you are free to choose any tool for your analysis.

Conduct Analysis:

* Begin your analysis after gaining a solid understanding of the problem and the available resources.
* Utilize your chosen tool to work with the dataset and develop your solution.

Share your Work:

* Once you have completed your analysis, create a post on LinkedIn.
* Tag our codebasics page, Dhaval Patel, and Hemanand in your post.
* Be creative in your presentation and consider incorporating audio or video elements for a more impactful submission.

Submission:

* Return to this page and submit the link to your LinkedIn post. [Example Post](https://www.linkedin.com/posts/aryanisanalyst_dataanalytics-sql-powerbi-activity-7035545343182221312-dfqE?utm_source=share&utm_medium=member_desktop)
* This link will be used for the final evaluation of your work.

Winners Announcement:

* The winners of the challenge will be announced on our official YouTube channel or LinkedIn Page after the deadline. [Example Winner Announcement](https://www.youtube.com/live/y9p6tWgXa20?feature=share)
* This link will be used for the final evaluation of your work.

Previous Challenges:

* You can always work on previous challenges to enhance your skills and build your portfolio.
* Take advantage of the opportunity to practice and showcase your work.

We hope this guide helps you get started with our monthly challenge. If you have any further questions or need assistance, feel free to reach out to us at [info@codebaiscs.io](https://codebasics.io/challenge/codebasics-resume-project-challenge?utm_campaign=codebasicsmaxperformancepaid&utm_id=googleadspaid&gclid=CjwKCAjws7WkBhBFEiwAIi168536j17j1vCBT3xNFSscQc_2ZO97Me_w4dHRDChwa7f3Ruz3l3HpdxoCiWQQAvD_BwE) or the [discord support channel](https://discord.gg/MUC93bmjA4). Good luck!

Team Codebasics

Challenge : Provide Insights to the Marketing Team in Food & Beverage Industry

Difficulty : 2/5   Active

**Domain**: F & B   **Function**: Marketing

**CodeX**is a German beverage company that is aiming to make its mark in the Indian market. A few months ago, they launched their energy drink in 10 cities of India.

Their Marketing team is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from **10k** respondents. Peter Pandey, a marketing data analyst is tasked to convert these survey results to meaningful insights which the team can use to drive actions.

**Task:**

Imagine yourself as **Peter Pandey**, and do the following tasks,

1. Check the “**Primary\_Secondary\_Insights.pdf**” and answer the questions by analyzing the data provided. You can use any tool of your choice (Python, SQL, PowerBI, Tableau, Excel, PowerPoint).
2. You can add more research questions and answer them in your presentation that suits your recommendations.
3. The target audience is the Chief Marketing Officer, you have 15 minutes to present insights to him. Make a concise presentation.
4. Be creative with your presentation, audio/video presentation will have more weightage.
5. You can use additional data based on your own research to support your recommendations
6. Example LinkedIn post ([LinkedIn post](https://www.linkedin.com/posts/aryanisanalyst_dataanalytics-sql-powerbi-activity-7035545343182221312-dfqE?utm_source=share&utm_medium=member_desktop))

**Other resources Provided:**

* Dataset required to generate Insights
* Metadata
* Survey questions

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| --- | --- | --- |
| **Respondents** | **Count** | **Count 2** |
| Male | 6,038 | 60.38% |
| Female | 3,455 | 34.55% |
| Non-binary | 507 | 5.07% |
| **Grand Total** | **10,000** | **100.00%** |



