

**GREYMARKETSENTINEL**

END-TO-END DATATHON STRATEGY BLUEPRINT



STRATEGY — PHASE 1

**Problem Understanding & Business Motivation**

1



STRATEGY — PHASE 2

**Data Collection Overview**

2



PIPELINE — PHASE 3

**Data Cleaning & Preprocessing**

3



PIPELINE — PHASE 4

**Feature Engineering**

4



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Exploratory Data Analysis (EDA)

5



INTELLIGENCE — PHASE 6

**Machine Learning (Isolation Forest)**

6



INTELLIGENCE — PHASE 7

**Risk Scoring & Categorization**

7



DELIVERY — PHASE 8

**Power BI Dashboard Creation**

8



DELIVERY — PHASE 9

**Business Impact & Usability**



DELIVERY — PHASE 10

Limitations & Future Scope

The Datathon Narrative Summary

This roadmap transitions from a **Business-First** problem definition, through a rigorous **Data Pipeline**, into a sophisticated **Anomaly Detection Engine**, and finally delivers quantifiable **Commercial Impact**. By following this lifecycle, your project ensures technical depth is always validated by real-world usability—the key metric for any datathon victory.

FEASIBLE

EXPLAINABLE

BUSINESS-ALIGNED