

GREYMARKETSENTINEL

END-TO-END DATATHON STRATEGY BLUEPRINT

STRATEGY — PHASE 1

Problem Understanding & Business Motivation

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STRATEGY — PHASE 2

Data Collection Overview

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PIPELINE — PHASE 3

Data Cleaning & Preprocessing

3



PIPELINE — PHASE 4

Feature Engineering

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Exploratory Data Analysis (EDA)

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INTELLIGENCE — PHASE 6

**Machine Learning (Isolation Forest)**

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INTELLIGENCE — PHASE 7

**Risk Scoring & Categorization**

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DELIVERY — PHASE 8

**Power BI Dashboard Creation**

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DELIVERY — PHASE 9

**Business Impact & Usability**

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DELIVERY — PHASE 10

Limitations & Future Scope

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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