Overview –

A marketing company is facing several issues in branding and revenue generation. It is basically a small start-up company which was established in 2012. Their main areas is in Social Media analytics.

Data –

As the company is bound with NDA (Non-Disclosure Agreement), so the data is shared from the database server in a excel file by masking and transforming high confidential points.

This data set was provided to bring out various insightful areas which can be helped for improving business operations.

Content -

The data set consists of customers of the company with data on:

- Customer profiles
- Product preferences
- Campaign successes/failures
- Channel performance

The data shared is for 3 historical years in 2 tabs and 1 file for store data, which is collected from different regions.

Data Dictionary is also provided for reference.

Requirement –

1. The data needs to be stored in a proper format in a database connecting database schemas and designs. The store data needs to be connected through Store code, aggregating the other parameters.
2. The datasets need to be extracted through Python and needs to be explored in Tableau.
3. Exploration of the datasets for each parameter and to create a proper report and Dashboard to showcase the key areas and

KPI's. The story board has to be developed year wise customer analytics.

4. Use of Forecasting techniques to forecast the income for the next 2 years down the line for each customer based on different region and states, to understand the purchasing behaviour.

5. Use of Clustering and Statistical techniques to come out with various patterns and missing trends related to the data.

6. Clustering output needs to be properly showcased in tableau for visual representation.

7. Codes need to be properly drafted mentioning comments on the tops.

8. Inference must be written properly for each scenario.

9. An application must be developed in python which will take real time data and will predict the income for the customers in different regions. (Any web server application can be used).

10. The entire Project needs to be properly documented with attaching JIRA screenshots of the progress and also the time and hours spent, with the budgets and estimates. All this needs to be drafted in the Presentation following the ISO standards.

11. The data should not be shared, which is taken as per the NDA.

12. **Total 5 Dashboards, 1 Story boards (3 years) and Code snippets, Application URL and SQL Snippets, Presentation/Doc has to be shared.**