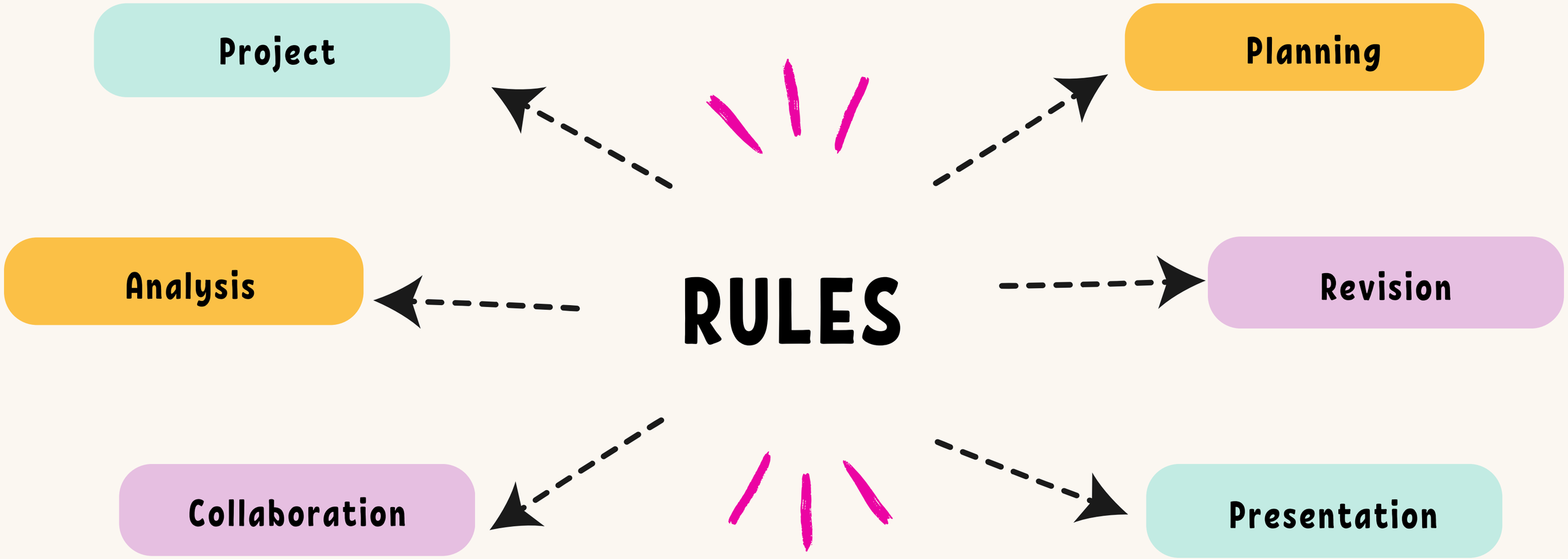
Innobyte Services

INTERNSHIP TASKS

सूक्ष्म, लघु एवं मध्यम उद्यम
सत्यमेव जयते
एमएसएमई
MSME
Micro, Small & Medium Enterprises

Future Oppurtunity

Upon successfully completing the internship, you'll undergo an interview process. If you pass, you'll be eligible for a full-time job offer with a work-from-home arrangement and a competitive CTC ranging from 4.5 LPA to 6.5 LPA. This offer reflects your dedication, skills, and overall performance during the internship.


Project
Planning
Analysis
RULES
Revision
Collaboration
Presentation

DATA ANALYST

Objective:

Analyze retail sales data to derive insights into customer behavior, popular products, and sales trends.

Dataset:

Superstore Sales Dataset

- Data Exploration:
  - Load the dataset into your preferred data analysis tool (e.g., Python with Pandas, Jupyter Notebook, Tableau, etc.).
  - Explore the structure of the dataset, check for missing values, and understand the types of data available.
- Data Cleaning:
  - Handle missing values, duplicates, and any inconsistencies in the data.
  - Convert data types if necessary.

- Descriptive Statistics:
  - Calculate basic descriptive statistics for key metrics such as total sales, average order value, etc.
  - Visualize the distribution of sales, order quantity, and other relevant metrics.
- Customer Segmentation:
  - Segment customers based on their purchasing behavior (e.g., high-value customers, frequent customers).
  - Analyze the characteristics of each customer segment.

- Product Analysis:
  - Identify the top-selling products and categories.
  - Analyze the performance of products over time.
- Time Series Analysis:
  - Examine sales trends over different time periods (e.g., daily, monthly, yearly).
  - Identify any seasonality or patterns in the sales data.

- Visualization:
  - Create visualizations (charts, graphs, dashboards) to present key findings effectively.
- Conclusion and Recommendations:
  - Summarize the main insights derived from the analysis.
  - Provide actionable recommendations for improving sales or addressing identified challenges.
- Documentation:
  - Document your analysis process, including the tools and libraries used.
  - Share your findings in a report or presentation format.

BEST OF LUCK WITH THE PROJECT!

THANK YOU!

LINKEDIN PAGE

INNOBYTESERVICES@GMAIL.COM