Project Portfolio : Data Analytics Course

Submitted By

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PROFESSIONAL BACKGROUND

Professional Background

- CS Aspirant - looking for a position to enhance skills in various domains. Adept to user experience for Innovative ideas. Punctual and pursue good communication skills. Keen interest in updating knowledge and have exhibited leadership skills in organising various events.
- Highly enthusiastic and eager to meet challenges and quick to learn, assimilate new concepts and ideas. Have completed my B.Tech (CSE) and M.Tech (CSE) with majoring in Distributed Computing Systems. I have also cleared the UGC-NET Examination in December 2021.
- Have contributed to research through several publications and mini-projects during my course of study.
- Having 2 years of Industry experience as a software developer and 1 Year of experience as Assistant Professor.
- Hoping to be a part of passionate work environment, where I can showcase technical skills to accomplish organisational goals.
- **Currently relocated to Doha, Qatar and hence looking for opportunities at Qatar or for Work from Home Jobs in India.**

Professional Background - Work Experience

Assistant Professor (CSE) — June 2022 - June 2023
PES University, Bangalore

Worked as Assistant Professor in CSE Department with class coordinator and mentor responsibilities. Have been a part of curriculum meetings. Subjects: Python Programming, C Programming, Statistics for DS, Web Development and Lab Components

Software Developer — Jan 2021 - June 2022
ZF-Wabco, Bangalore

Worked as a Front-End Software Developer for developing UI applications for autonomous vehicles. Tech Stack : ReactJS, React Native, HTML, CSS, GIT, Agile, SQL

Software Developer - Intern — Jan 2019 - June 2019
HP Inc., R and D, Bangalore

Worked as Software Developer Intern for Printer Drivers to manage multiple print jobs simultaneously in a generic driver schema with synchronisation mechanisms with C++

Algorithm Development — April 2018 - June 2018
CENTAC, Govt. of Puducherry

Worked as a member of Developer team to implement online admission system for the UG admissions through common merit scheme for State Govt. Counselling System with PHP

Website Developer - Internship — Dec 2017 - Jan 2018
DAT, Govt. of Puducherry

Worked as a developer to implement automatic pay calculations of IAS and IPS officials with Visual C and MySQL

Core JAVA — December 2016
Internshala - Online Internship

Online Internship Course which comprises of Java basics, OOPS, Swing and AWT

LIST OF MINI-PROJECTS

Prognosis Prediction Model — 2019 - 2021
PG - Final Year Project

Developed for CVD Prediction using Feature Fusion Techniques, Attention Mechanism and Deep Neural Networks

Predictive Analytics — 2019
UG - Final Year Project

Developed for Heterogeneous Web-Application Vulnerability Detection and Prevention

Burgar Alarm — 2018
Embedded Systems Project (H/W)

Developed for security purpose using Arduino Kit and Sensors

MASTECH — 2018
Android App Developement

Developed for on-campus placement training - Aptitude and Logical Reasoning, Core CS Concepts MCQ's with Android Studio

Feedback System — 2017
Web Developement

Developed for automating feedback system procedures of CS Department using PHP, MySQL, JS

Professional Background - Publications

Publications

- A Finite State Machine Based Model for Attack Detection and Vulnerability Assessment, *International Journal of Pure and Applied Mathematics*, Vol.116, November 2017: 649-651.
- A Prediction Model for Heterogeneous Service Composition Using Decision Making and Capability Assessment Algorithm *International Journal of Pure and Applied Mathematics*, Vol.116, Nov'17:325-339.
- Validation Model for Heterogeneous Service Composition using Constraint Satisfaction Algorithm- Advances in Computational System *InderScience Journal*, Communicated.
- Effective AppState Maintenance of RESTful Web Services using Semantic Rules and Syntax Analysis *IEEE Journal*, Communicated.
- A Comparative Study of Classification and Prediction of Cardio-Vascular Diseases (CVD) using Machine Learning and Deep Learning Techniques *SCIE Indexed, Elsevier*, https://doi.org/10.1016/j.icte.2021.08.021 (Impact Factor:4.17).

MODULE 1

DATA ANALYTICS PROCESS

Module 1 : Data Analytics Process

Objective / Learning

- Importance of Data Analytics (DA)
- Various approaches to DA
- Different stages of DA Process
- Understanding a problem statement and applying the process of DA.

Module 1 : Data Analytics Process

Step : 1 : Plan (Ask)

Define the problem by effectively asking questions and collaboration

Case Study Implementation

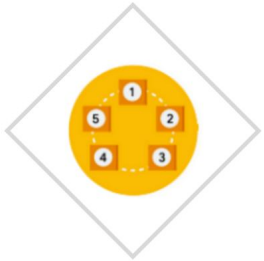
Decide the subject and the standard for whom the syllabus and classes has to be scheduled. (Eg. Computer Science - Class 9)

Step : 2 : Prepare

Prepare data by collecting and storing information based on previous step

Case Study Implementation

Check for how many hours per week the subject is scheduled for the particular class. Calculate the theory and practical hours for the subject.



Step : 3 : Process

Process the data based on the outcome

Case Study Implementation

Check the outcome of the subject for the particular class. (Eg. Computer Science - What sub-domain to be chosen ? MS-Office / Python /Web Development / Data Science/ etc.,?)

Module 1 : Data Analytics Process

Step : 4 : Analyse

Process the data to find patterns and relationships based on outcome.

Case Study Implementation

Check the formed syllabus and schedules to map them based on the recent technology. Form relationship between topics to order them accordingly for the teaching flow.

Step : 5 : Share

Share the resuults and have productive team conversations

Case Study Implementation

Communicate the draft syllabus and schedule, to the management and Head of Departments' for approval and get their suggestions.

Step : 6 : Act

Decide the best implementation strategy and plan how to take actions

Case Study Implementation

Finally once everything is completed, publish the same to the students. Revise the same on any kind of updations

Module 1 : Key Takeaways

- Data analytics is the science of analyzing raw data to make conclusions about that information.
- It helps a business optimize its performance, perform more efficiently, maximize profit, or make more strategically-guided decisions.
- The techniques and processes of data analytics have been automated into mechanical processes and algorithms that work over raw data for human consumption.
- Various approaches to data analytics include looking at what happened (descriptive analytics), why something happened (diagnostic analytics), what is going to happen (predictive analytics), or what should be done next (prescriptive analytics).
- Data analytics relies on a variety of software tools including spreadsheets, data visualization, reporting tools, data mining programs, and open-source languages for the greatest data manipulation.

MODULE 2

INSTAGRAM USER ANALYTICS

2

Module 2 : Instagram User Analytics

Objective / Learning

- Understanding MySQL and Queries
- Managing data through MySQL Workbench
- CURD Operations
- Performing two tasks : Marketing Analysis and Investor Metrics
- Analysing result sets for inferences

Module 2 : Instagram User Analytics

Project Description : Marketing Analysis

01

Rewarding Most Loyal Users

Finding the 5 oldest users who have been using the platform for longest time

02

Remind Inactive Users to start posting

Finding users who have never posted a single photo on Instagram

03

Declaring Contest Winners

User who gets most likes on a single photo is declared as winner and details are fetched

04

Hasgtag Re-Searching

Identify the most-used hashtags on Instagram and help partner brand to reach out to most people

05

Launch Ad-Campaign

Identify which day would be the best to launch an ad-campaign by choosing which day most registrations had happen

Project Description : Investor Metrics

User Engagement

Find the activity status of the users by checking their average posts, total number of photos and total number of users

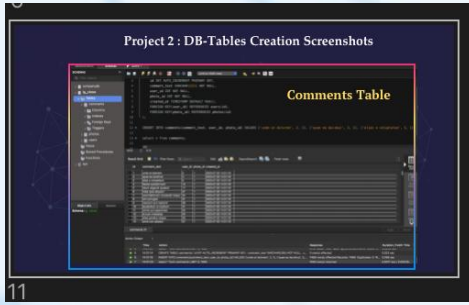
Bots & Fake Accounts

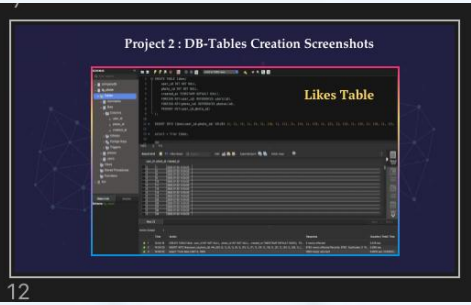
Find the users who have liked all the posts (possibly a bot) : This helps to find the fake/dummy accounts on the platform

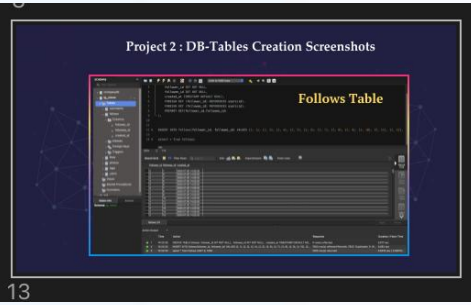
PROJECT DESCRIPTION AND TASKS

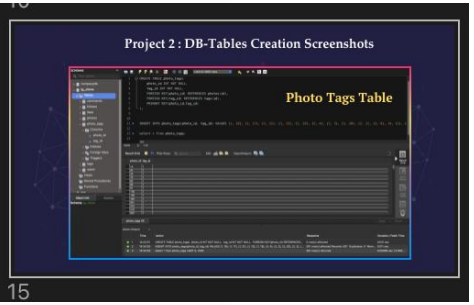
MARKETING ANALYSIS AND INVESTOR METRICS

Module 2 : Instagram User Analytics

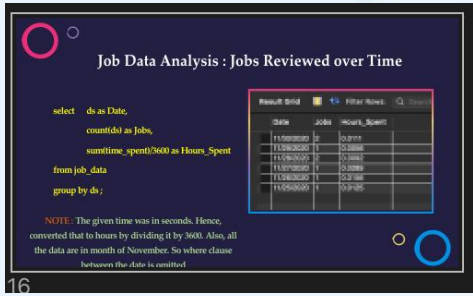


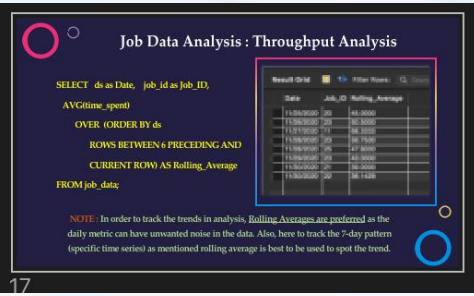


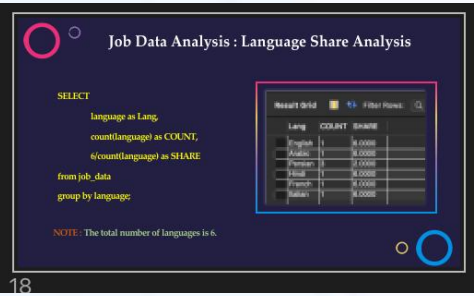


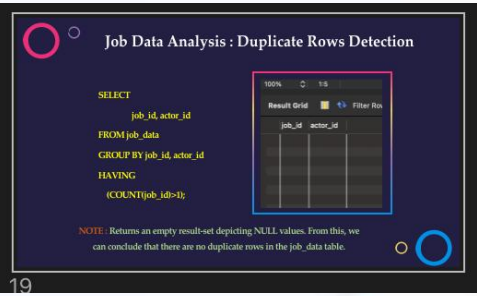


PROJECT TASKS SAMPLE SCREENSHOTS IN SLIDE SORTER VIEW









Module 2 : Key Takeaways

- MySQL is an open-source relational database management system that can be used when working with structured or unstructured data across platforms and operating systems.
- Through a combination of products and services, such as **MySQL Workbench**, this database can be used for data modeling, design, visualization, and development.
- Inclusive of multiple data types, MySQL is also widely recognized as the top tool for data scientists and developers.
- Data Analysts use SQL to manipulate the data, understand the data, and access, read and analyze the data before storing it in the database.
- It consists of a set of actions, which when executed, assemble a set of data, and rely on targeted techniques performed over the data to get valuable insights.
- The set of general actions include **Select, Update, Delete, Add, Modify, Alter**, and some clauses.
- Analysts don't have to copy data into other programs because they can access enormous amounts of data immediately where it's kept.
- Data Analysis done in SQL is easy to audit and reproduce when compared to spreadsheet methods which eliminates the need for analysts to search for the cell containing the formula error.

MODULE 3

OPERATION AND METRIC ANALYTICS

Module 3 : Operation & Metric Analytics

Objective / Learning

- Understanding MySQL and Queries
- Managing data through MySQL Workbench
- CURD Operations
- Performing two tasks : Job Data Analysis and Investigating Metric Spike
- Analysing result sets for inferences

Module 3 : Operation and Metric Analytics

Jobs Reviewed Over Time

To calculate the number of jobs reviewed per hour for each day in November 2020.

Throughput Analysis

To calculate the 7-day rolling average of throughput (number of events per second).

Language Share Analysis

To calculate the percentage share of each language in the last 30 days.

Duplicate Rows Detection

Identify duplicate rows in the data.

Weekly User Engagment

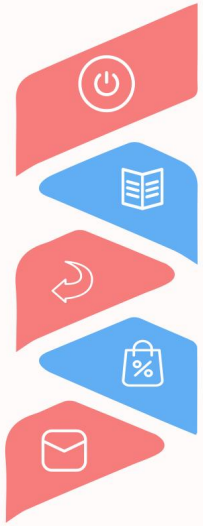
Measure the activeness of users on a weekly basis.

Weekly Retention Analysis

Analyze the retention of users on a weekly basis after signing up for a product.

Email Engagement Analysis

Analyze how users are engaging with the email service.



User Growth Analysis

Analyze the growth of users over time for a product on weekly basis

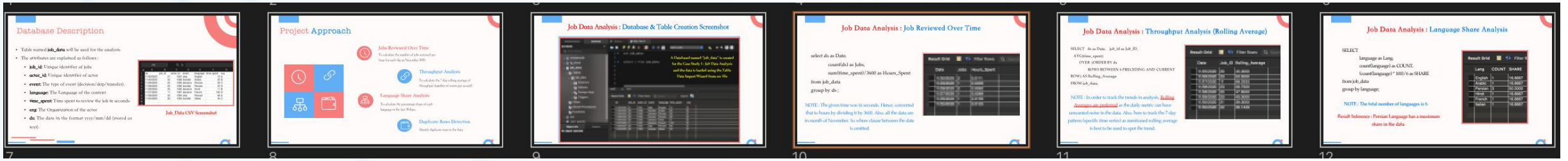
Weekly Engagement (per Device)

Measure the activeness of users on a weekly basis per device.

PROJECT DESCRIPTION AND TASKS

JOB DATA ANALYSIS AND INVESTIGATING METRIC SPIKE

Module 3 : Operation and Metric Analytics



PROJECT TASKS SAMPLE SCREENSHOTS IN SLIDE SORTER VIEW

Module 3 : Key Takeaways

- Operational Analytics is a crucial process that involves analyzing a company's end-to-end operations.
- This analysis helps identify areas for improvement within the company.
- This can be used to automate these requests and sync that data directly to your operational systems.
- One of the key aspects of Operational Analytics is investigating metric spikes.
- This involves understanding and explaining sudden changes in key metrics, such as a dip in daily user engagement or a drop in sales.
- With Operational Analytics, your business teams don't have to worry about getting access to your data because all the information they need is directly at their fingertips, allowing them to build personalized experiences for your customers at scale.

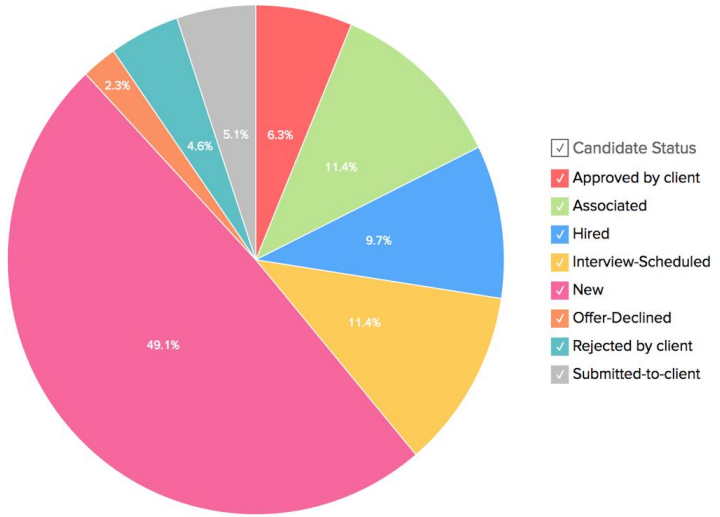
MODULE 4

HIRING ANALYSIS

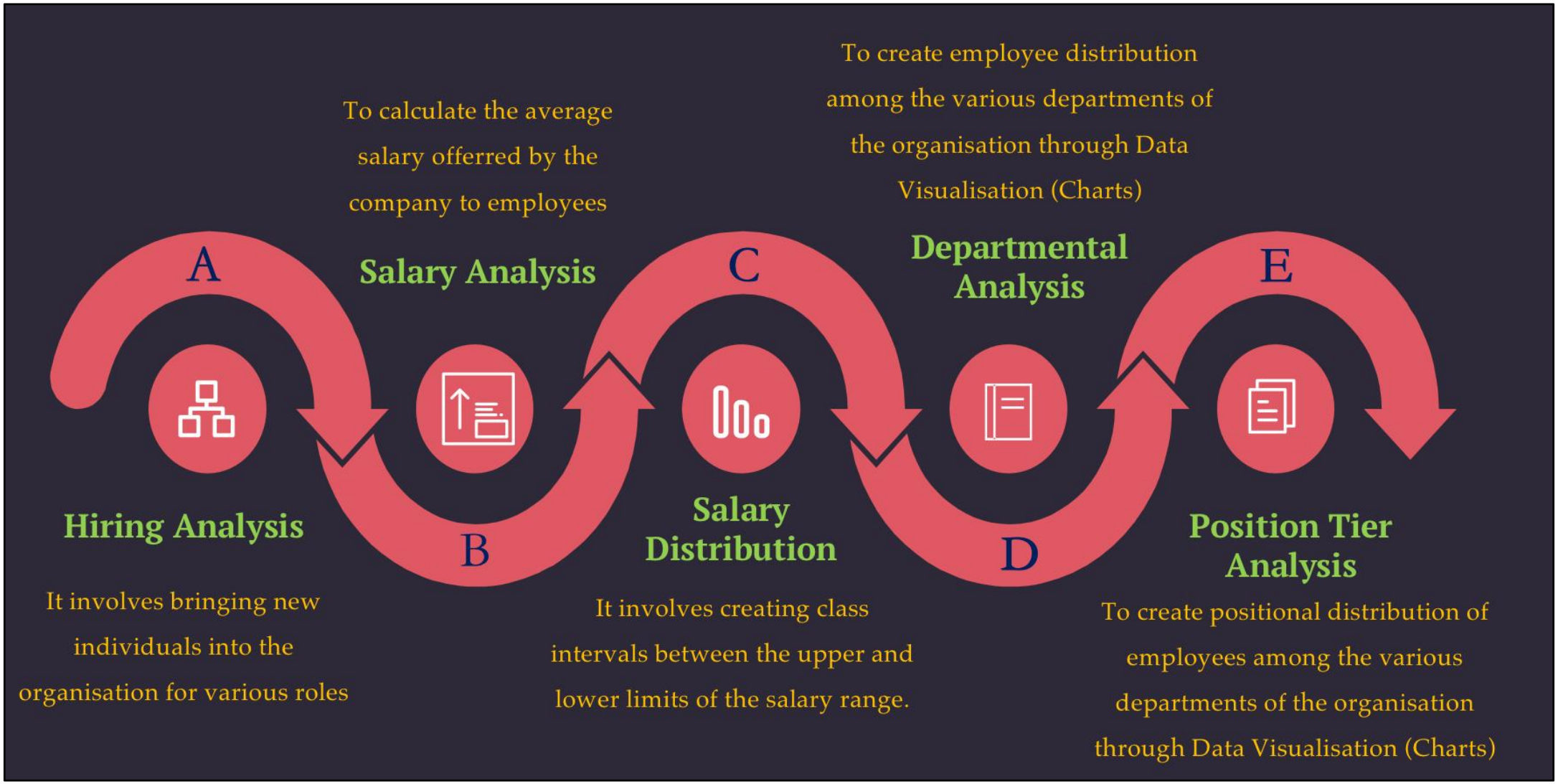
Module 4 : Hiring Analysis

Objective / Learning

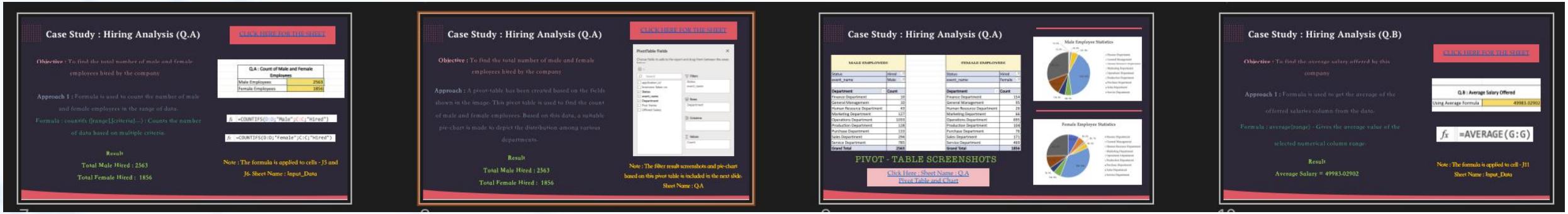
- Understanding Statistics and MS-Excel
- Managing data through MS-Excel
- Performing data analysis through mathematical formulas
- Analysing result for improving hiring process and make informed decisions in future



Module 4 : Hiring Analysis - Tasks



Module 4 : Hiring Analysis



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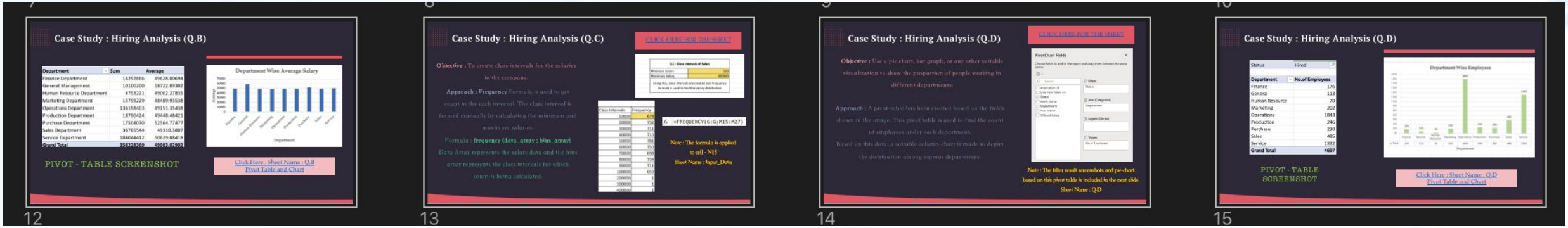


Module 4 : Key Takeaways

- The data analytical tasks were made using the concept of “Pivot” Tables in Excel. These are highly interactive as we can move, edit and delete the fields and achieve on the desired results. These are also dynamic and easy to update.
- The Data Visualisation given to the respective tasks, gives us an enhanced understanding of the data. These help us to find remarkable results, patterns in the data, and also can be used for detecting errors in some cases. They also help us to identify relationships among the data.
- The results achieved through the tasks will be highly helpful for the company for its hiring process and also gives an heads up to emerge in the lagging areas.
- On a whole, the entire solutions helps the company for faster decision making and enhances the further activities

MODULE 5

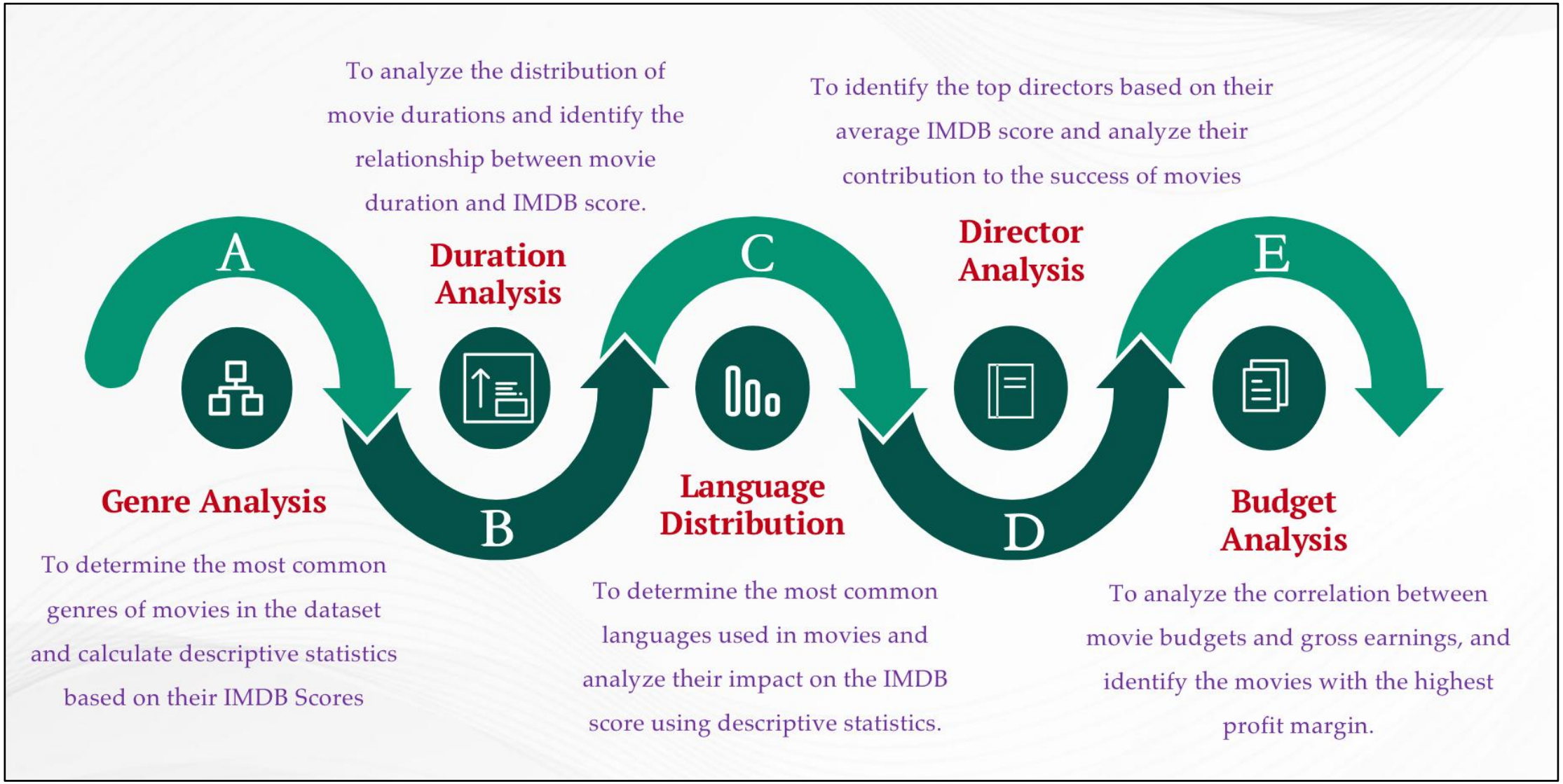
IMDB MOVIE ANALYSIS

Module 5 : IMDB Movie Analysis

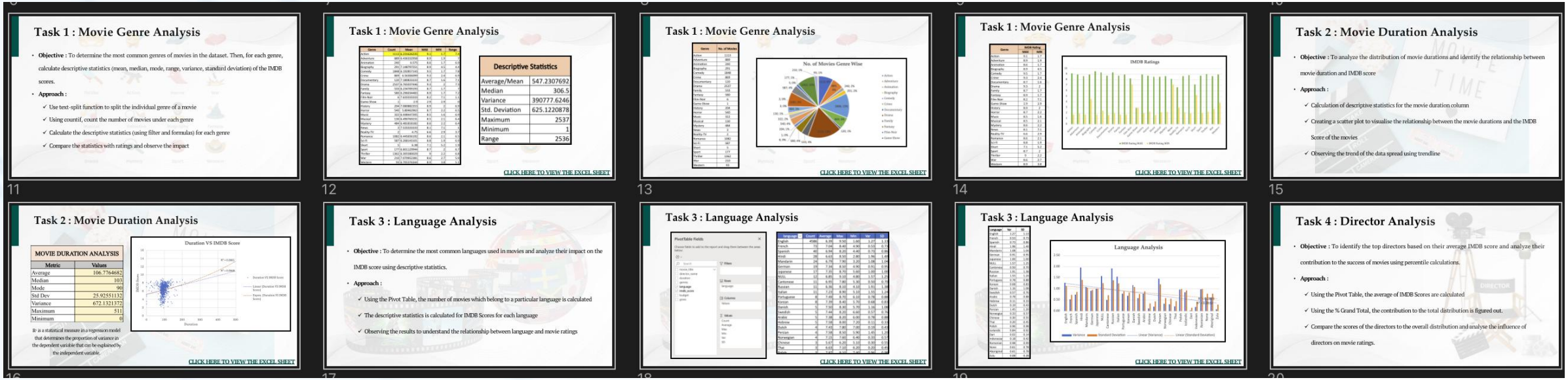
Objective / Learning

- Implementing Descriptive Statistics using MS-Excel to investigate the success of a movie.
- Performing data analysis to provide insights that can drive decision-making.
- Analysing results for actionable insights that can help the stakeholders make informed decisions.

Module 5 : IMDB Movie Analysis - Tasks



Module 5 : IMDB Movie Analysis



PROJECT TASKS SAMPLE SCREENSHOTS IN SLIDE SORTER VIEW

Module 5 : IMDB Movie Analysis - Results

Genre Analysis

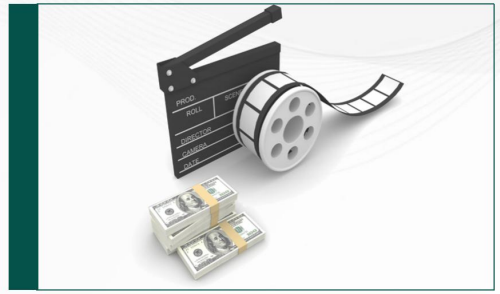
It is observed that, genre has an impact in the IMDB Ratings. Although most of the genre has a maximum rating above 8, based on the number of movies released on a particular genre, the maximum and minimum scores are impacted.

Duration Analysis

Based on the R2 value generated on the trendline, it is observed that, duration has 6% impact upon the ratings. Based on the scatter plot, its visualised that the data points does not fall on the regression line completely and it depicts that the variance is small.

Language Analysis

It is observed that, language has a very big impact on the IMDB Ratings. The graph plotted for Variance and SD shows that, more the number of movies, there is a good fit for data based on the ratings. Also, variance greater than 1 depicts that the values are very far from mean.



Budget Analysis

Based on the CORREL Function, it is observed that there is a weak relationship between the gross and budget attributes. The list of movies are categorised as hit or flop based on the profit values. Using Max function, the higest profit margin was found to be Avatar.

Director Analysis

- The top 10 directors based on their average IMDB Scores are figured out using the pivot table.
- But, this does not give a good influence on the ratings.
- The directors with single movie and having high rating are being the top-most which does not behave as a good way of predictions.
- Hence, one more pivot table was added to find out the top 10 directors based on the average IMDB Scores and the number of movies directed.
- The correlation between the number of movies and the average scores are calculated as **0.125 (~0.13)**
- This states that, there is a weak correlation between the director and the average ratings.
- It can be concluded that, there is **no much influence** on the ratings based on the director.

Module 5 : Key Takeaways

- Descriptive statistics refers to a branch of statistics that involves summarizing, organizing, and presenting data meaningfully and concisely. It enables researchers or analysts to gain insights and understand patterns, trends, and distributions within the dataset.
- This summary typically includes measures such as central tendency (e.g., mean, median, mode), dispersion (e.g., range, variance, standard deviation), and shape of the distribution (e.g., skewness, kurtosis).
- Descriptive statistics also involves a graphical representation of data through charts, graphs, and tables, which can further aid in visualizing and interpreting the information.
- Data Cleaning involves preprocessing the data to make it suitable for analysis.
- It includes handling missing values, removing duplicates, converting data types if necessary, and possibly feature engineering.
- It involves identifying and removing any missing, duplicate, or irrelevant data. This ultimately increase overall productivity and allow for the highest quality information in decision-making. It also helps in removal of errors when multiple sources of data are at play.

MODULE 6

BANK LOAN - CASE STUDY

Module 6 : Bank Loan - Case Study

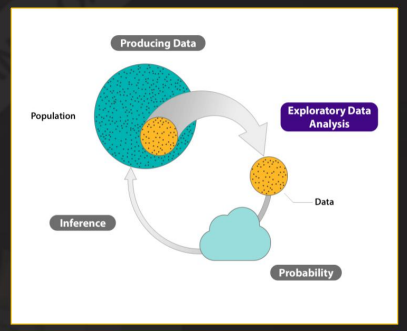
Objective / Learning

- Implementing Exploratory Data Analysis (EDA) to analyse patterns and trends in the loan data.
- Performing data analysis to provide insights tabout customers and their previous loan details.
- Analysing results to make informed loan approval decisions.
- Python is used as the dataset is too large to be handled through MS-EXCEL.

Module 6 : Bank Loan Case Study

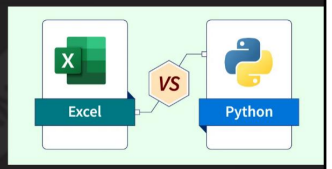
Exploratory Data Analysis (EDA)

- Exploratory Data Analysis (EDA) refers to the method of studying and exploring record sets to apprehend their predominant traits, discover patterns, locate outliers, and identify relationships between variables.
- It is normally carried out as a preliminary step before undertaking extra formal statistical analyses or modeling.
- It refers back to the method of analyzing and analyzing information units to uncover styles, pick out relationships, and gain insights.
- There are various sorts of EDA strategies that can be hired relying on the nature of the records and the desires of the evaluation.



Project : Tech Stack Used

- **Why Python over Excel ?** As a data scientist, we often work with lots of different types of data from different sources and in large amounts. While Excel can manage data from multiple sources, Python has libraries that allows to easily access and process data from lots of other sources.
- **Python :** Python libraries and packages can level-up how to analyze, visualize, and understand complex data. It is easy to learn and simple to read, you can start mastering more complicated concepts quicker. To incorporate Machine Learning Predictions, it is much more straightforward with Python
- **Jupyter Notebook :** The Jupyter Notebook is an open source web application that you can use to create and share documents that contain live code, equations, visualizations, and text.



Project : Tech Stack Used - Python Libraries

- **Pandas** is an open-source library in Python that is made mainly for working with relational or labeled data both easily and intuitively. It provides various data structures and operations for manipulating numerical data and time series. Pandas is fast and it has high performance & productivity for users.
- **NumPy** is a general-purpose array-processing package. It provides a high-performance multidimensional array object and tools for working with these arrays. It is the fundamental package for scientific computing with Python. It is open-source software.
- **Math** module provides various the value of various constants . Having such constants saves the time of writing the value of each constant every time we want to use it and that too with great precision. Constants provided by the math module are – Euler's Number, Pi, Tau, Infinity, Not a Number (NaN).
- **Matplotlib** is an amazing visualization library in Python for 2D plots of arrays. Matplotlib is a multi-platform data visualization library built on NumPy arrays and designed to work with the broader SciPy stack. One of the greatest benefits of visualization is that it allows us visual access to huge amounts of data in easily digestible visuals. Matplotlib consists of several plots like line, bar, scatter, histogram etc.
- **Seaborn** is an amazing visualization library for statistical graphics plotting in Python. It provides beautiful default styles and color palettes to make statistical plots more attractive. It provides dataset-oriented APIs so that we can switch between different visual representations for the same variables for a better understanding of the dataset.

Module 6 : Bank Loan - Case Study

PROJECT TASKS SAMPLE SCREENSHOTS DEPICTING THE UNIVARIATE AND BI-VARIATE ANALYSIS IN SLIDE SORTER VIEW

Module 6 : Key Takeaways

- Exploratory Data Analysis (EDA) refers to the method of studying and exploring record sets to apprehend their predominant traits, discover patterns, locate outliers, and identify relationships between variables. It refers back to the method of analyzing and analyzing information units to uncover styles, pick out relationships, and gain insights.
- The dataset is observed completely before analysis for the pre-processing steps. The various attributes are learnt and identified.
- Missing Values and outliers are handled appropriately for the required attributes analysis.
- Through the univariate and bivariate analysis, different attribute relationships are identified which is used for analysing the risk associated with a customer.
- Correlation Analysis is made to identify the closely related attributes and the top 10 attributes are listed.
- Combined Dataset EDA is performed and the relationship are identified between the attributes for more detailed conclusions.
- Based on these evaluations, a list of Categorical and Numerical Attributes are identified which can be used for prediction of risk customers.

MODULE 7

ANALYSING THE IMPACT OF CAR FEATURES ON PRICE AND PROFITABILITY

7

Module 7 : Car Feature Analysis

Objective / Learning

- To observe how can a car manufacturer optimize pricing and product development decisions to maximize profitability while meeting consumer demand.
- Perform Business Analytics and Data Analytics tasks to visualise charts and dashboards.
- Tableau is used for anaytical tasks.

Module 7 : Anaysing Car Features

Problem Statement

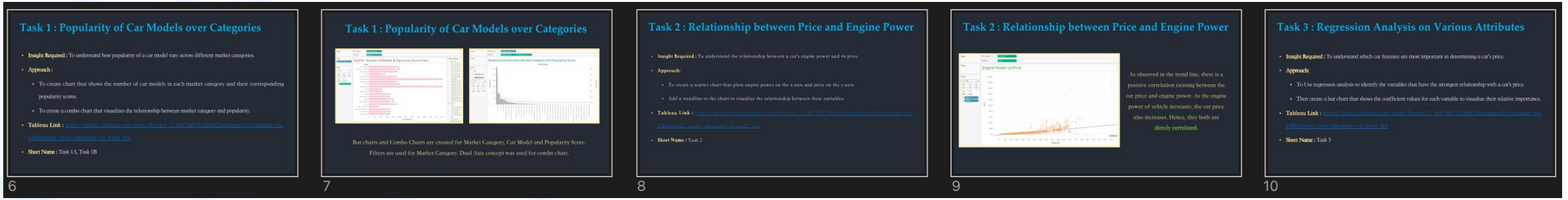
- The automotive industry has been rapidly evolving over the past few decades, with a growing focus on fuel efficiency, environmental sustainability, and technological innovation. With increasing competition among manufacturers and a changing consumer landscape, it has become more important than ever to understand the factors that drive consumer demand for cars. In recent years, there has been a growing trend towards electric and hybrid vehicles and increased interest in alternative fuel sources such as hydrogen and natural gas. At the same time, traditional gasoline-powered cars remain dominant in the market, with varying fuel types and grades available to consumers.
- For the given dataset, as a Data Analyst, observe how can a car manufacturer optimize pricing and product development decisions to maximize profitability while meeting consumer demand.

Project : Tech Stack Used

- Tableau is a leading data visualization tool used for data analysis and business intelligence.
- Gartner's Magic Quadrant classified Tableau as a leader for analytics and business intelligence.
- Tableau supports powerful data discovery and exploration that enables users to answer important questions in seconds
- No prior programming knowledge is needed.
- It can connect to several data sources that other BI tools do not support.
- Tableau enables users to create reports by joining and blending different datasets
- Tableau Server supports a centralized location to manage all published data sources within an organization

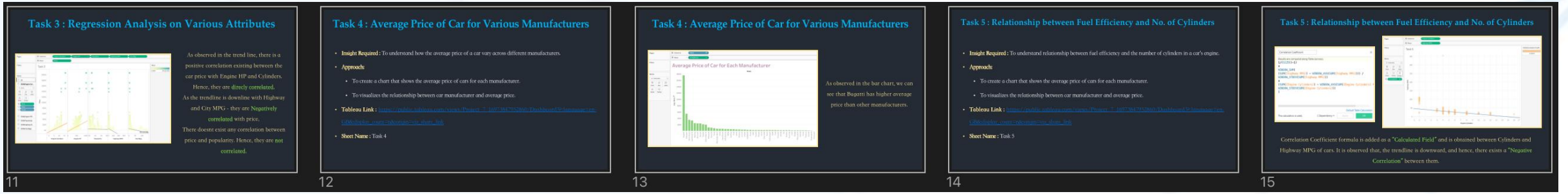
PROJECT TASKS SAMPLE SCREENSHOTS DEPICTING THE PROBLEM STATEMENT AND THE TECH-STACK (TABLEAU)

Module 7 : Anaysing Car Features

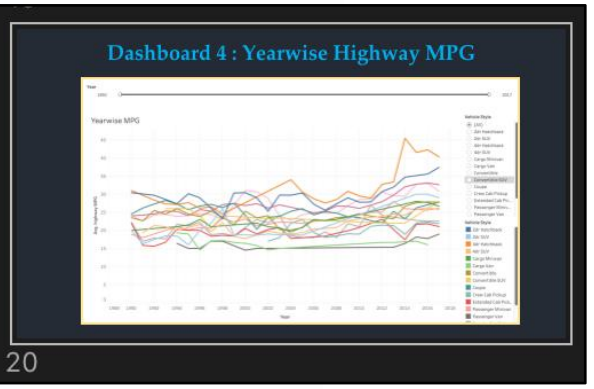


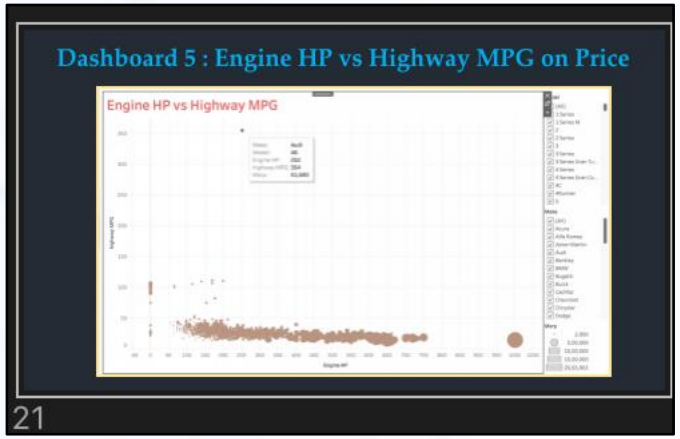
BUSINESS ANALYTICS - PROJECT TASKS

SAMPLE SCREENSHOTS IN SLIDE SORTER VIEW



Module 7 : Anaysing Car Features





DATA ANALYTICS (DASHBOARDS) - PROJECT TASKS : SAMPLE SCREENSHOTS

Module 7 : Key Takeaways

- Analyzing trends in car features and pricing over time: By examining the variables in the dataset, car features and prices have changed over time. This could help manufacturers make informed decisions about product development and pricing.
- Comparing the fuel efficiency of different types of cars: By looking at the MPG variables in the dataset, the fuel efficiency of different types of cars are compared and the most efficient is identified. This could help consumers make informed decisions about which car to purchase.
- Investigating the relationship between a car's features and its popularity: By examining the popularity variable in the dataset, the features which are most popular among consumers are identified. This could help manufacturers make informed decisions about product development and marketing.
- Predicting the price of a car based on its features and market category: By using the various features and market category variables in the dataset, a model is developed to predict the price of a car. This could help manufacturers and consumers understand how different features affect the price of a car and make informed decisions about pricing and purchasing.
- Overall, this analysis could be a valuable resource for exploring various aspects of the automotive industry and could provide insights that could inform decisions related to product development, marketing, and pricing.

MODULE 8

ABC CALL VOLUME TREND ANALYSIS

Module 8 : ABC Call Volume Trend Analysis

Objective / Learning

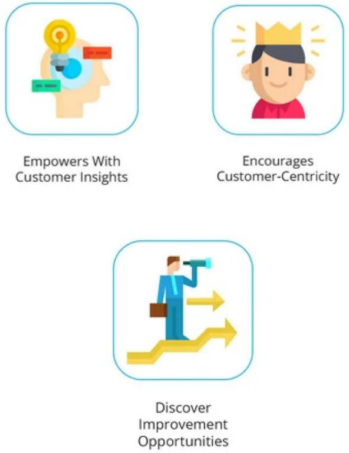
- Perform Customer Experience (CX) analytics, specifically focusing on the inbound calling team of a company
- To analyze customer feedback and data, derive insights from it, and share these insights with the rest of the organization.
- The goal is to attract, engage, and delight customers, turning them into loyal advocates for the business.
- Tableau and MS-Excel is used for anaytical tasks.

Module 8 : ABC Call Volume Trend Analysis

Customer Experience Analytics (CX)

- Customer Experience (CX) Analytics is a process that allows businesses to understand their customers' interactions and experiences with their products or services.
- It involves the collection, analysis, and interpretation of customer data to gain insights into customer behavior, preferences, and expectations.
- This data-driven approach helps businesses improve their customer service, enhance their product offerings, and make informed business decisions.

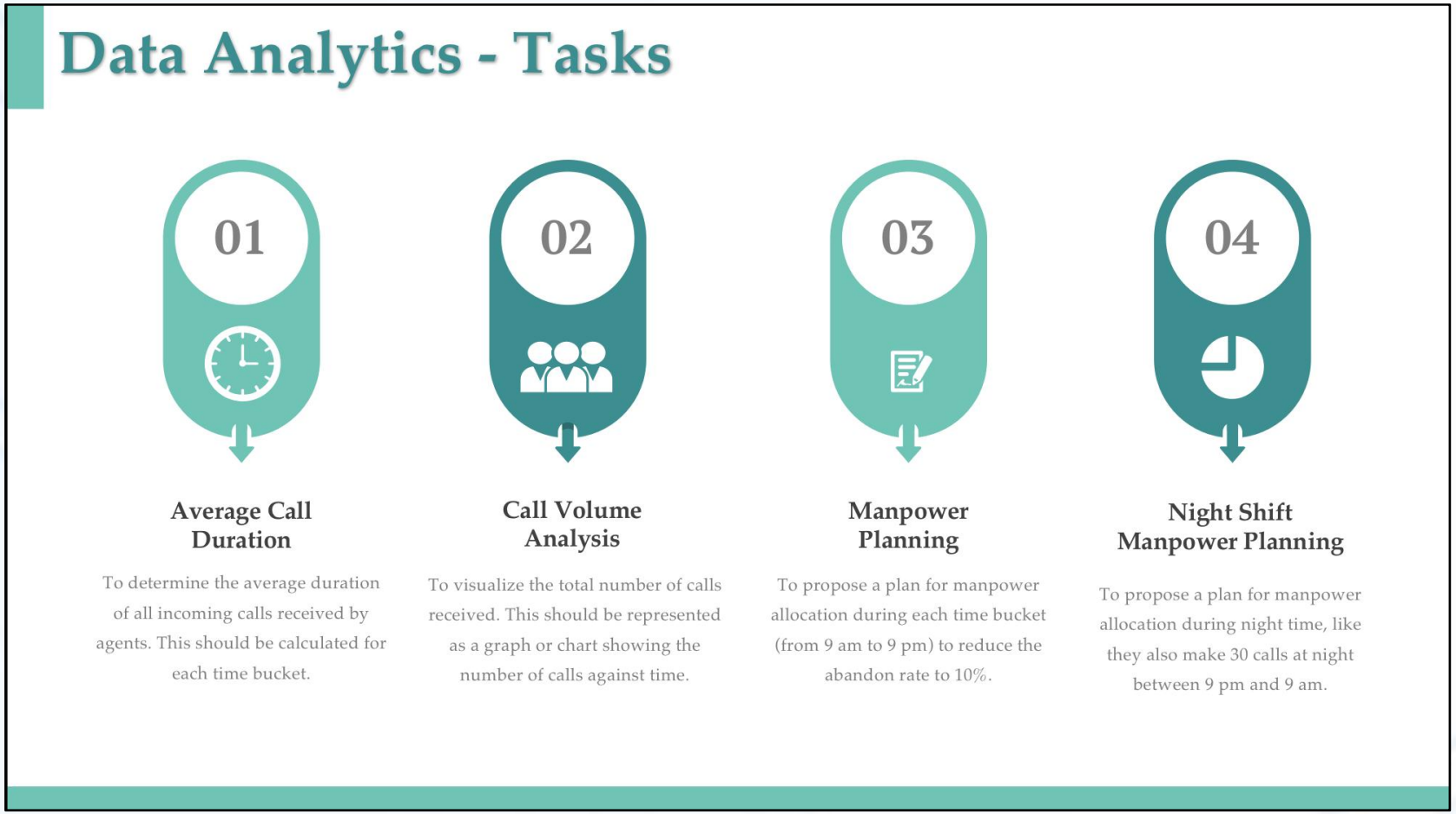
Importance of CX Analytics



- **Understanding Customer Behavior:** CX analytics provides insights into how customers interact with a business. This includes their browsing patterns, purchase history, product usage, and feedback. Understanding these behaviors helps businesses tailor their offerings to meet customer needs.
- **Personalization :** With CX analytics, businesses can create personalized experiences for their customers. This can lead to increased customer satisfaction and loyalty.
- **Predictive Analytics:** CX analytics can also be used to predict future customer behavior. This can help businesses anticipate customer needs and take proactive measures to meet them.
- **Improving Customer Service:** By analyzing customer feedback and interactions, businesses can identify areas of improvement in their customer service. This can lead to improved customer satisfaction and retention.
- **Driving Business Decisions:** The insights gained from CX analytics can inform business decisions. This can lead to improved product development, marketing strategies, and overall business performance.

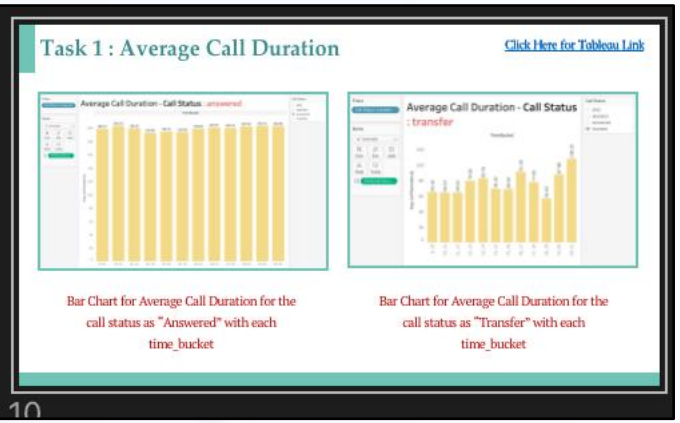
PROJECT TASKS SAMPLE SCREENSHOTS DEPICTING THE CUSTOMER EXPERIENCE ANALYTICS (CX-ANALYTICS) AND ITS IMPORTANCE

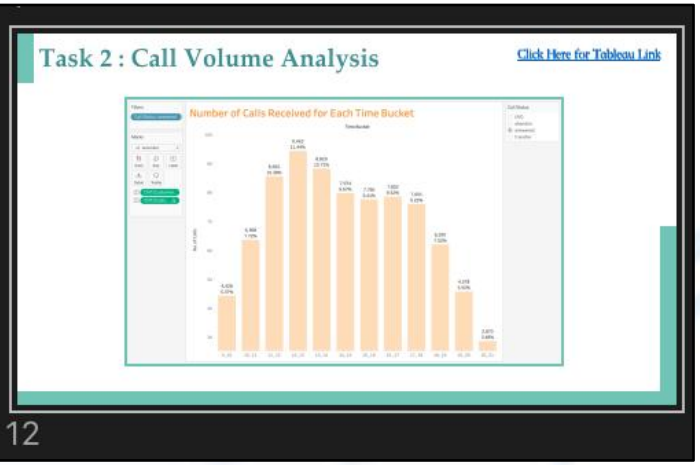
Module 8 : ABC Call Volume Trend Analysis



PROJECT TASKS - DATA ANALYTICAL TASKS

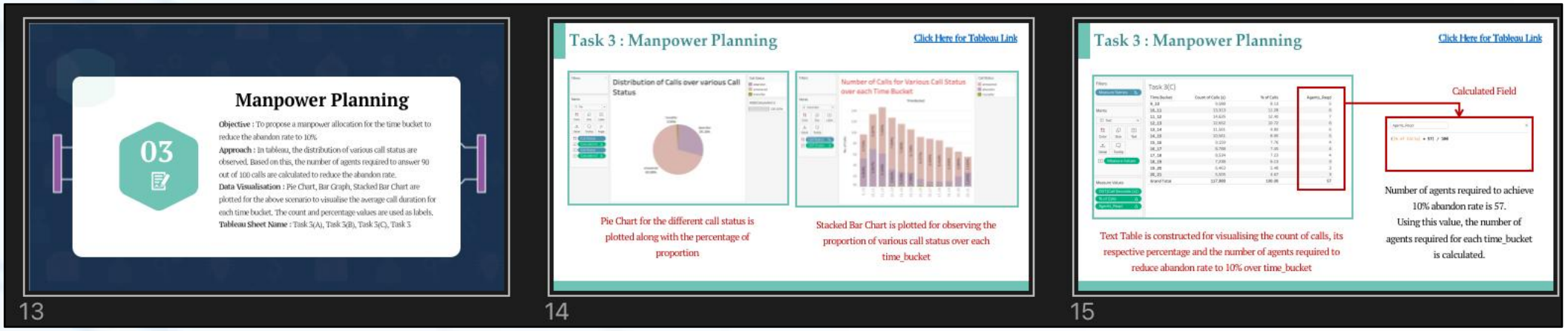
Module 8 : ABC Call Volume Trend Analysis

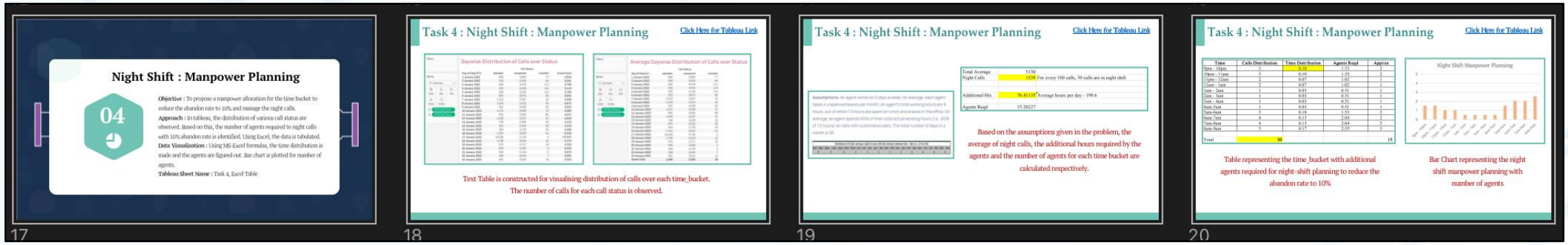




DATA ANALYTICS TASKS (TABLEAU) : SAMPLE SCREENSHOTS

Module 8 : ABC Call Volume Trend Analysis





DATA ANALYTICS TASKS (TABLEAU) : SAMPLE SCREENSHOTS

Module 8 : Key Takeaways

- Customer Experience (CX) Analytics is a process that allows businesses to understand their customers' interactions and experiences with their products or services. It involves the collection, analysis, and interpretation of customer data to gain insights into customer behavior, preferences, and expectations.
- This data-driven approach helps businesses improve their customer service, enhance their product offerings, and make informed business decisions. Understanding these behaviors helps businesses tailor their offerings to meet customer needs.
- The dataset is observed completely before the analysis. Data Pre-processing is done for removal of irrelevant data.
- 9am - 12pm is the slot which receives the highest number of calls and also has a great impact in the company’s abandon rate.
- Manpower planning will help to manage the agents efficiently. It will help to reduce the abandon rate and improve the customer experience. This can also lead to improved customer satisfaction and retention.
- On a whole, this analysis would help the company to attract, engage and delight customers, turning them as loyal advocates for the business. The insights gained from CX analytics can inform business decisions. This can lead to improved product development, marketing strategies, and overall business performance.

MODULE REFERENCES

MODULE REFERENCES

- Module 1 : Data Analytics Process

  https://drive.google.com/file/d/1s0SlcqOhYhpd9qeTQHgtvmzmPF7YRwRP/view?usp=drive_link
- Module 2 : Instagram User Analytics

  https://drive.google.com/file/d/1Hydzrdvs_ry_ovAsxumZCMSgtGC-E3xs/view?usp=drive_link
- Module 3 : Operation and Metric Analytics

  https://drive.google.com/file/d/1flW-thIagXonoOn8DigOI6bSdG8BjLFK/view?usp=drive_link
- Module 4 : Hiring Analysis : https://drive.google.com/file/d/1iQzwfznOEnDyULwlwTFBwHjGz4xxMk_9/view?usp=drive_link
- Module 5 : IMDB Movie Analysis :

  https://drive.google.com/drive/folders/157A0I0wwh5gI0DGLtrmCOOivgLuRG2ME?usp=drive_link
- Module 6 : Bank Loan - Case Study

  https://drive.google.com/drive/folders/1kGQraFwReBuFPJ0hwGWVNHKBqg8wt397?usp=drive_link
- Module 7 : Analysing Impact of Car Features on Price and Profitability

  https://drive.google.com/file/d/1xpueoJqJbZmaQ8fjiWlEn1fK4P4uqSV6/view?usp=drive_link
- Module 8 : ABC Call Volume Trend Analysis

  https://drive.google.com/drive/folders/1CjG7hxEzGGvKZTJCo6PBlccmUiM5H7YP?usp=drive_link

Project Portfolio : Data Analytics Course

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