

# DATA ANALYTICS BOOTCAMP

## Capstone Project Overview

**Congratulations on reaching the final stage of your data analytics bootcamp!** This capstone project is your opportunity to apply everything you have learned and showcase your skills as a data analyst. You will analyze real world data, uncover insights, and present your findings to stakeholders in a professional setting.

## Available Projects

We have **two projects** for you to choose from. Review both project briefs carefully and select the one that interests you most:

- **Project 1: Maven Fuzzy Factory E-Commerce Analysis** - Analyze website sessions, order volume, marketing channels, and conversion rates for an online retailer selling teddy bears and plush toys.
- **Project 2: Maven Marketing Campaign Analysis** - Evaluate marketing campaign effectiveness, customer segmentation, product performance, and channel optimization for a company that recently completed multiple campaigns.

**Your task:** Review both project briefs and decide which project you want to work on.

## Collaboration Guidelines

You are encouraged to collaborate with your colleagues during this project. You can discuss ideas, share insights, and help each other troubleshoot challenges. Multiple people can work on the same project using the same tools and datasets. However, your analysis and presentation should reflect your own work and unique perspective.

## Project Deliverables

You are required to deliver the following:

- **Power BI Dashboard:** Create an interactive dashboard that visualizes your key findings and insights
- **Professional Presentation:** Prepare a 10 to 15 slide presentation that tells the story of your analysis and recommendations

## Presentation Details

You will present your findings online via **Google Meet**. Here are the key details:

- **Presentation Time:** 15 minutes maximum
- **Q&A; Session:** 5 minutes for questions and answers
- **Format:** Online via Google Meet
- **Camera:** We encourage you to turn on your video during the presentation
- **Network:** Please ensure you have a stable internet connection
- **Environment:** Find a quiet space with minimal distractions

## Timeline

**You have 3 weeks from today to complete this project.**

This includes time to review both projects, select one, conduct your analysis, build your dashboard, prepare your presentation, and practice your delivery. We recommend creating a timeline for yourself to stay on track.

## Getting Help

If you have questions or need support during your project, please use the communication channels we have provided. Do not hesitate to reach out if you encounter technical issues, need clarification on project requirements, or want feedback on your progress.

## Final Thoughts

This capstone project is your chance to demonstrate everything you have learned and show potential employers what you can do. Take your time to explore the data, think critically about

the business problems, and create a presentation that tells a compelling story. We are excited to see what you will discover and look forward to your presentations!

**Good luck, and enjoy the process!**