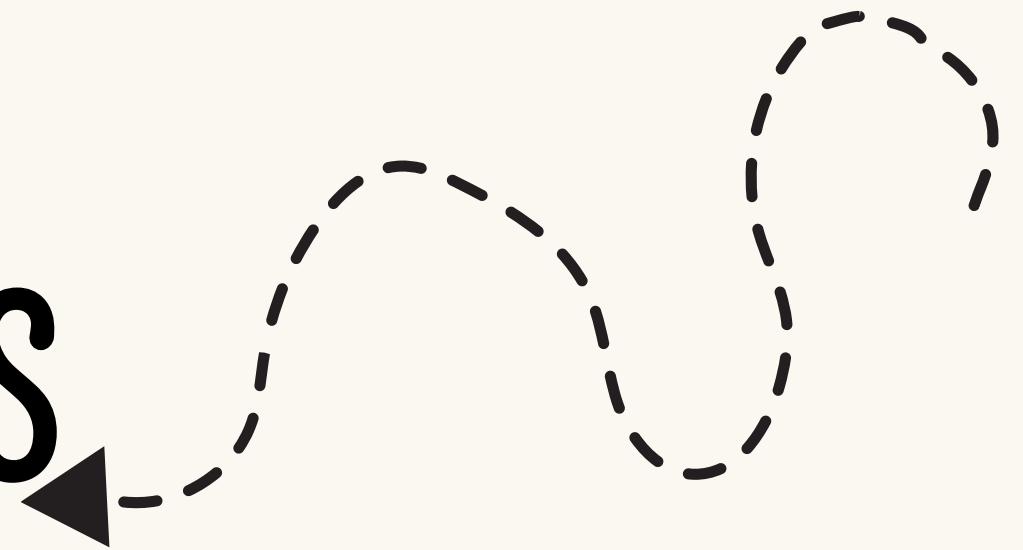
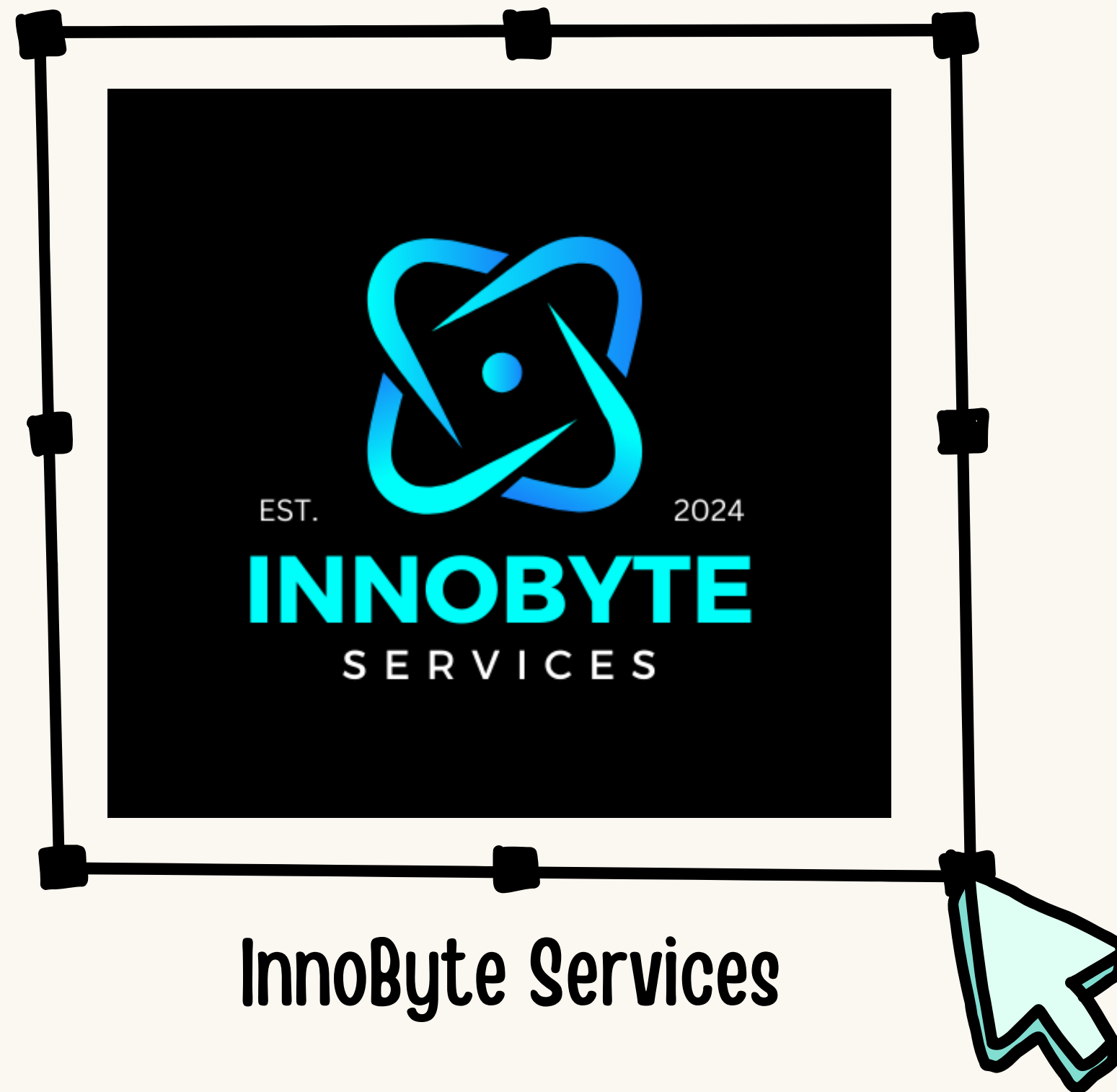


INTERSHIP TASKS

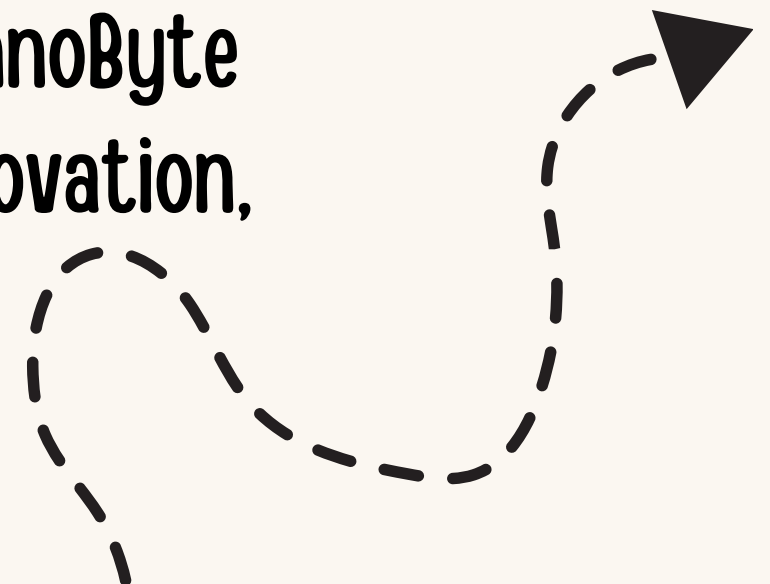


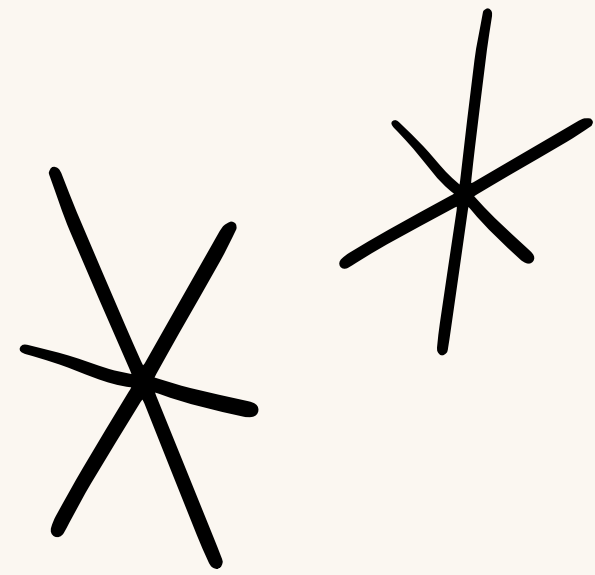


Introduction



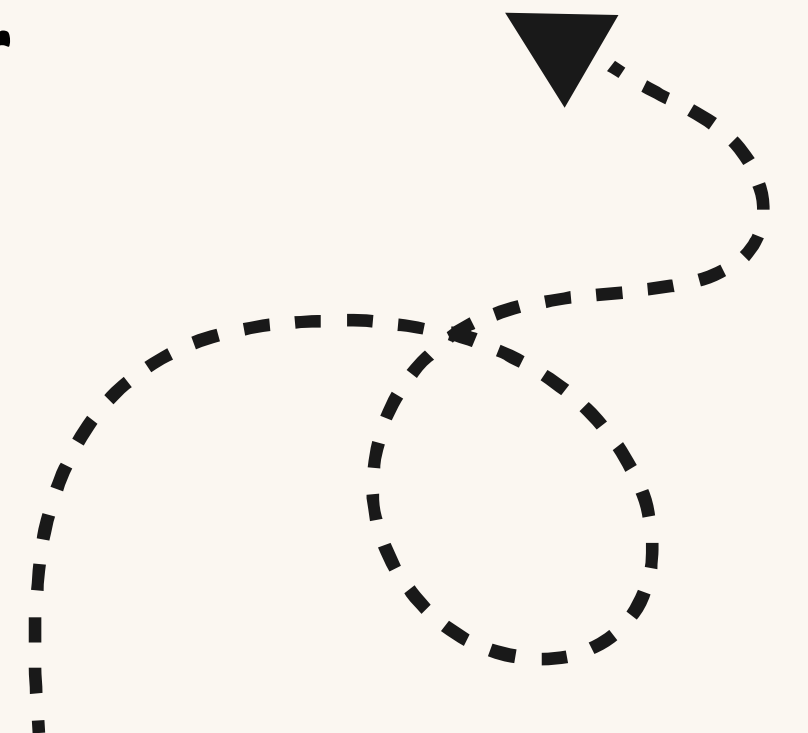
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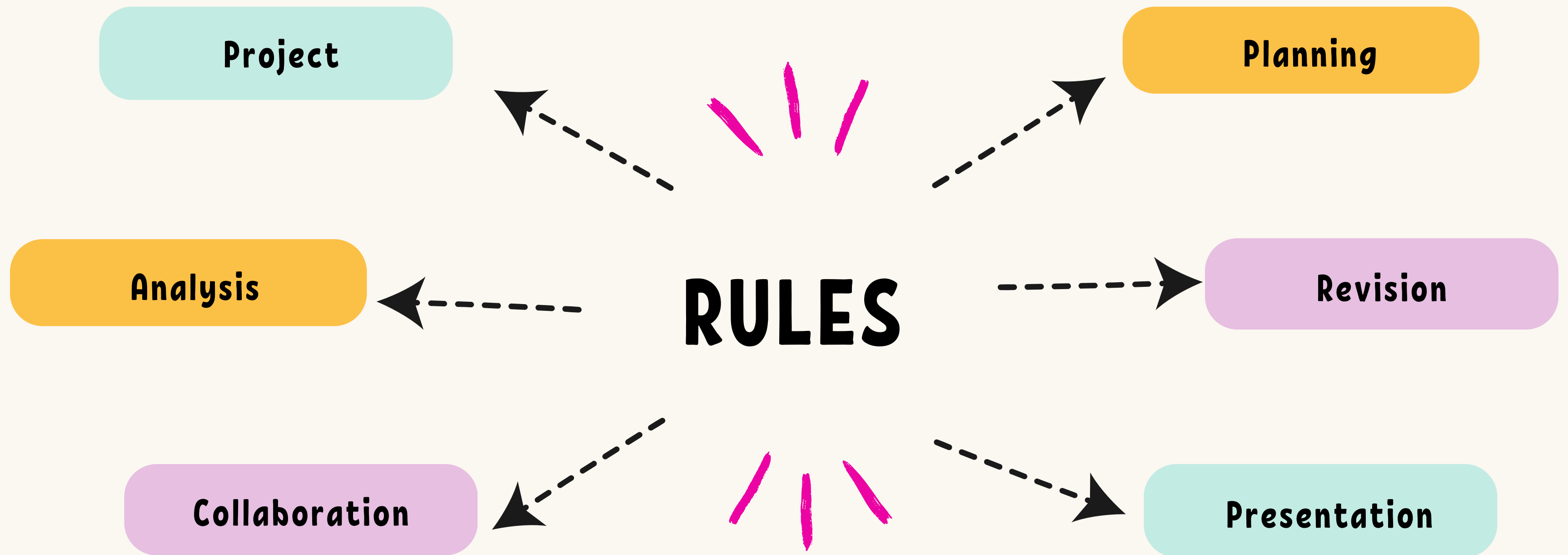




Future Opportunity

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.





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!



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