



InsideSherpa

Inspiring and empowering
future professionals

Siddharth Pachpor

Data Analytics Consulting Virtual Internship

Certificate of Completion

August 22nd, 2020

Over the period of July 2020 to August 2020, Siddharth Pachpor has completed practical task modules in:

Data Quality Assessment
Data Insights
Data Insights and Presentation

Deborah Yates
National Managing
Partner People
Performance and
Culture

Tom Brunskill
CEO, Co-Founder of
InsideSherpa

KPMG Virtual Internship

I completed KPMG Virtual Internship with The Innovation and Digital Solutions Division of KPMG Australia, in association InsideSherpa. This internship was divided into three major tasks.

1| Data Quality Assessment

In this phase, I performed data quality assessment using standard Quality Dimensions: Accuracy, Completeness, Consistency, Currency, Relevancy, Validity, Relevancy.

Programming Environment : Python3

IDE : Jupyter Notebook,

Libraries: Pandas, NumPy, Matplotlib, xlrd

2| Data Insights

In this phase I was involved in preparing a detailed approach for completing the analysis including understanding the data distributions, feature engineering, data transformations, modeling, results interpretation, and reporting.

The most amazing phase in which, I performed R(Recency), F(Frequency), M(Monetary) analysis for customer segmentation. The advantages of RFM is that it is easy to implement and it can be used for different types of business. It will help craft better marketing campaigns and improves CRM and customer's loyalty for KPMG's customer portfolio.

Programming Environment : Python3

IDE : Jupyter Notebook,

Libraries: Pandas, NumPy, Matplotlib, xlrd, datetime

Other Tools: MS Excel2019, MS PowerPoint2019

3| Data Insights and Presentation

In this phase I was involved in developing a dashboard that we can present to the client to display the data summary and results of the analysis (trends, customer segment outcome, proposals for marketing strategy)) using MS Excel2019.

(Things I should improve: Data Visualization using Tableau as an alternate tool)

With this internship, I am confident to provide organisations a holistic view of their data, enabling them to learn from and use it to make better business decisions, grow revenue, enhance operational capabilities, and manage enterprise risks and compliance mandates.

Once again, thank you, InsideSherpa, KPMG Australia, for this fantastic opportunity.

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Siddharth Pachpor

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