Case Study Question (25 Marks)

Based on the "Test.csv" or “Test.xlsx” dataset attached. The data gives the details of all transactions since inception of an e-commerce platform, Ebiz.com.

The objective of this is to test your understanding on the Review parameters set below.

 You are expected to send two files, a report, and the code. The report itself should not include any code. The final report should be either a Word file or a PDF file. The file names should be "firstname\_lastname\_report" and "firstname\_lastname\_code".

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| **Review Parameters** |
| **Data Report** (Data Pre-Processing) |
| a) Understanding how data was collected in terms of time, frequency, and methodology |
| **b) Visual inspection of data (rows, columns, descriptive details)** |
| **c) Understanding of attributes (variable info, renaming if required)** |
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| **Exploratory data analysis** |
| **a) Removal of unwanted variables** |
| ***b) Missing Value treatment*** |
| ***c) Outlier Detection*** |
| d) **Outlier treatment** (if required) |
| **e) Variable transformation (if applicable)** |
| ***f) Addition of new variables (if required)*** |
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| **Business insights from EDA** |
| a) **Is there a seasonal trend? What are these trends?** |
| **b) Any other business insights?** |
| d) **Recommendations for the business** |