

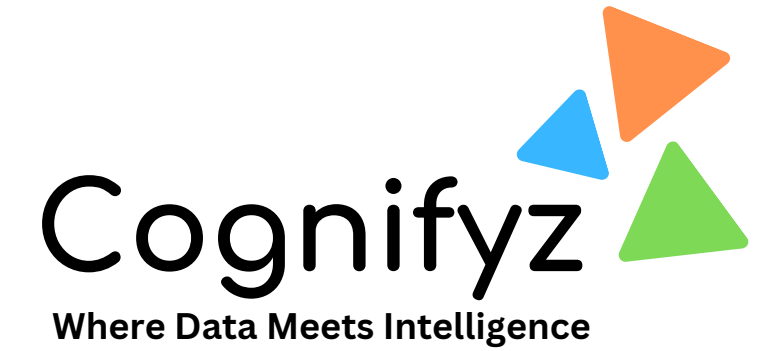


# INTERNSHIP PROGRAM

## BUSINESS ANALYTICS

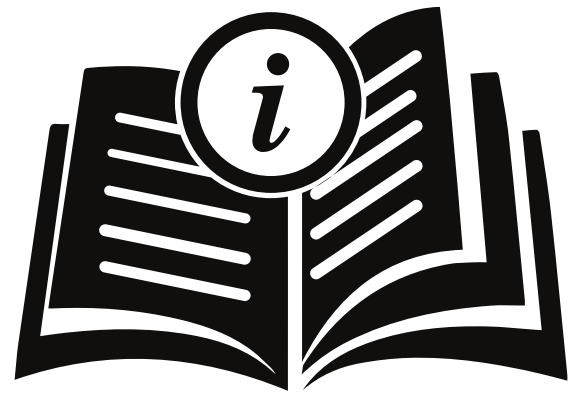


# About Us



- Cognifyz Technologies is a leading technology company that specializes in the dynamic field of data science and excels in delivering impactful projects and solutions.
- The company offers a wide range of products and services, including artificial intelligence (AI), machine learning (ML), and data analytics tools.
- Cognifyz Technologies also provides training programs to enhance skills and knowledge in these areas.
- The company focuses on delivering innovative and cutting-edge solutions to meet the evolving needs of businesses.





**During your internship tenure, it is important to keep in mind the following points**

- Enhance your professional presence by updating your LinkedIn profile. Share your achievements, such as the offer letter or internship completion certificate, which you received from us. Don't forget to mention and tag Cognifyz Technologies in your posts. You can use hashtags like #cognifyz #cognifyzTech #cognifyzTechnologies to showcase your affiliation.
- Maintain academic integrity and respect intellectual property. Plagiarism and copying code are serious offenses that can lead to the termination of your internship and subsequent restriction from future opportunities with us.
- Demonstrate your work by sharing a video showcasing the completion of your tasks on LinkedIn. Remember to tag Cognifyz Technologies in your post and use relevant hashtags like #cognifyz #cognifyzTech #cognifyzTechnologies to engage with our community.

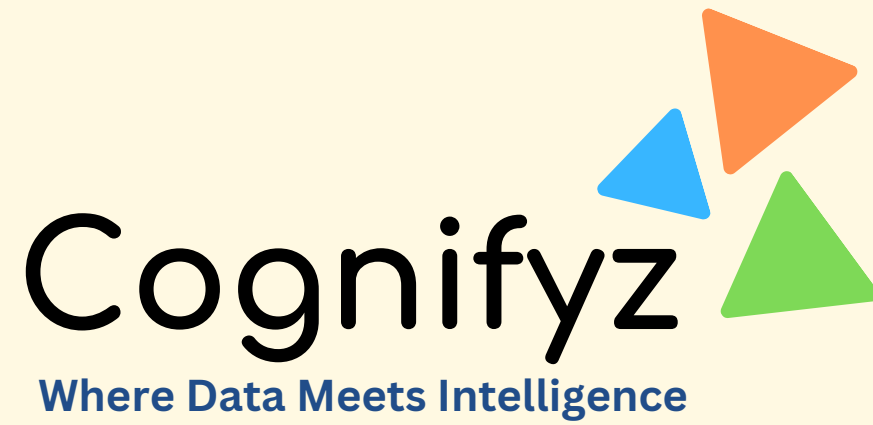


# SUBMISSION



- Create a professional video showcasing your internship projects and achievements.
- Host the video on LinkedIn to provide proof of your work and establish credibility among your peers. Consider tagging Cognifyz Technologies in your posts to ensure they are notified of your work.
- A SUBMISSION FORM will be shared later. Till then please continue your task and make a separate file of each level.
- When posting the video on LinkedIn, include the following hashtags to maximize visibility and engagement: **#cognifyztechnologies** **#cognifyz** **#cognifyztech**. Additionally, depending on your internship domain.





## BUSINESS ANALYTICS

# TASK LIST



**Welcome to our exciting Business Analytics internship program! To complete this internship, you will have to finish at least 7 tasks out of 10. We've designed these tasks to cater to your convenience and ensure an engaging and rewarding experience. Additionally, completing all tasks will further enhance your chances of receiving a stipend.**



# Level 1: Beginner

## Task 1: Data Overview

**Objective: Understand the dataset structure.**

### Steps:

- 1. Load the dataset:** Import the dataset into a data analysis tool such as Python with pandas or spreadsheet software.
- 2. Descriptive Statistics:** Use descriptive functions (e.g., `info()` in pandas) to gather information about the number of entries, columns, and data types.



# Level 1: Beginner



## Task 2: Gender Distribution

**Objective: Visualize gender distribution in the dataset.**

### Steps:

- 1. Extract Gender Information:** Identify and extract the gender column from the dataset.
- 2. Visualization:** Create a simple visualization, such as a bar chart or pie chart, to represent the distribution of genders in the dataset.

# Level 2: Intermediate

## Task 3: Descriptive Statistics

**Objective:** Present basic statistics for numerical columns.

### Steps:

- 1. Identify Numerical Columns:** Review the dataset to identify columns containing numerical data (e.g., age, income).
- 2. Calculations:** Use statistical functions (e.g., `mean()`, `median()`, `std()`) to calculate the mean, median, and standard deviation for each numerical column.





# Level 2: Intermediate

## Task 4: Most Preferred Investment Avenue

**Objective:** Identify the most preferred investment avenue.

### Steps:

1. **Analyze Investment Avenues:** Examine the column containing information about different investment avenues (e.g., equity, mutual funds).
2. **Frequency Analysis:** Determine the investment avenue with the highest frequency or occurrence.



# Level 3: Advanced



## Task 5: Reasons for Investment

**Objective:** Analyze and summarize reasons for investment choices.

### Steps:

1. **Explore Reasons Column:** Investigate the column where participants provided reasons for their investment choices.
2. **Summarize Reasons:** Identify common themes or recurring reasons and provide a summary.

# Level 3: Advanced

## Task 6: Savings Objectives

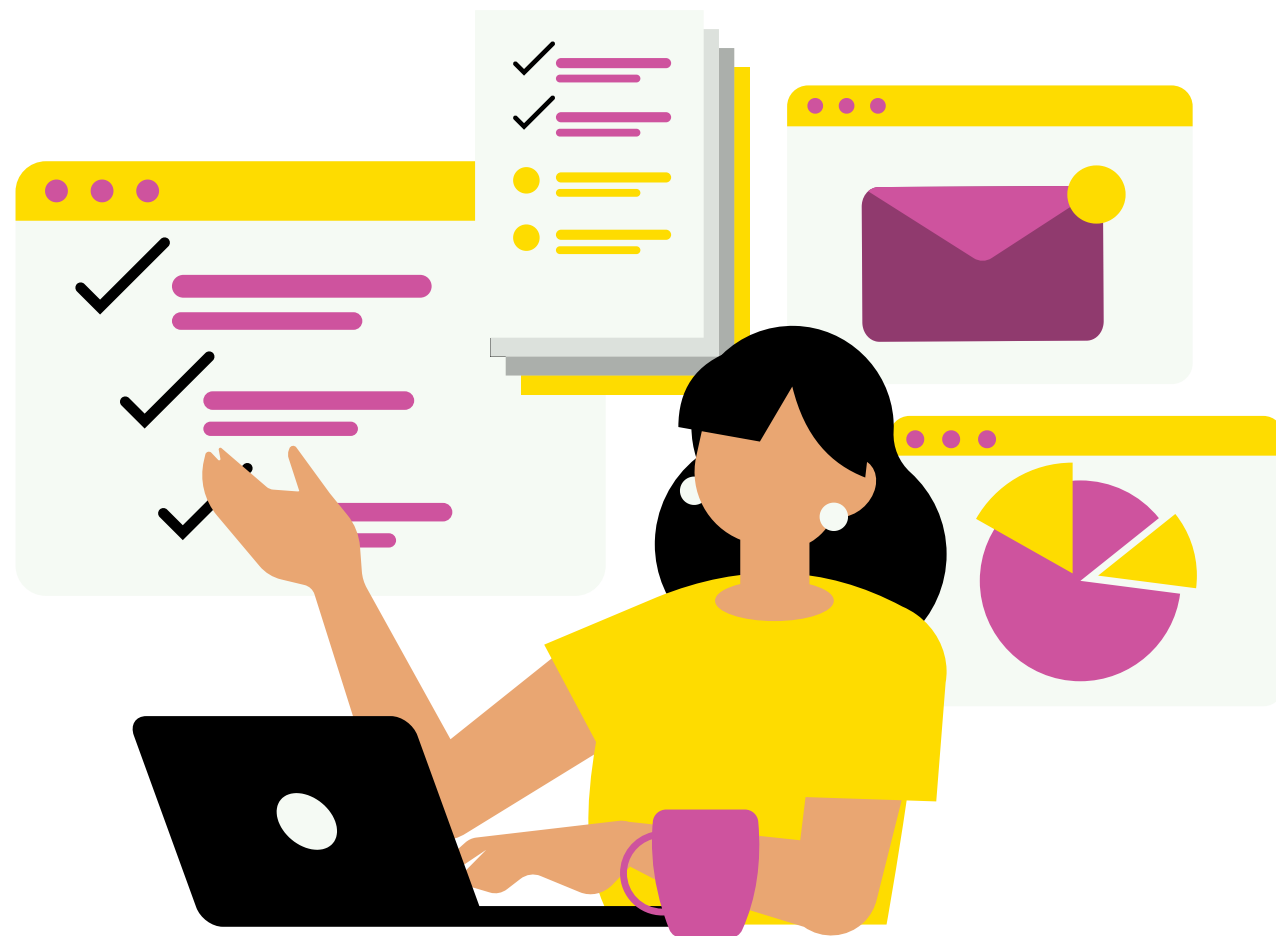
**Objective: Identify and present main savings objectives.**

### Steps:

- 1. Analyze Savings Objectives:** Examine the column containing information about participants' savings objectives.
- 2. List and Describe Objectives:** Create a list and describe the main savings objectives mentioned by participants.



## Level 4: Expert



### Task 7: Common Information Sources

**Objective:** Analyze common sources participants rely on for investment information.

#### Steps:

- 1. Explore Information Sources Column:** Review the column where participants indicated their sources of investment information.
- 2. Identify Common Sources:** Analyze the data to identify and summarize the most common sources participants rely on.

# Level 4: Expert



## Task 8: Investment Duration

**Objective: Calculate the average investment duration.**

### Steps:

- 1. Analyze Investment Duration Column:**  
Examine the column containing information about participants' investment durations.
- 2. Calculate Average Duration:** Use appropriate statistical methods to calculate the average investment duration.

# Level 4: Expert



## Task 9: Expectations from Investments

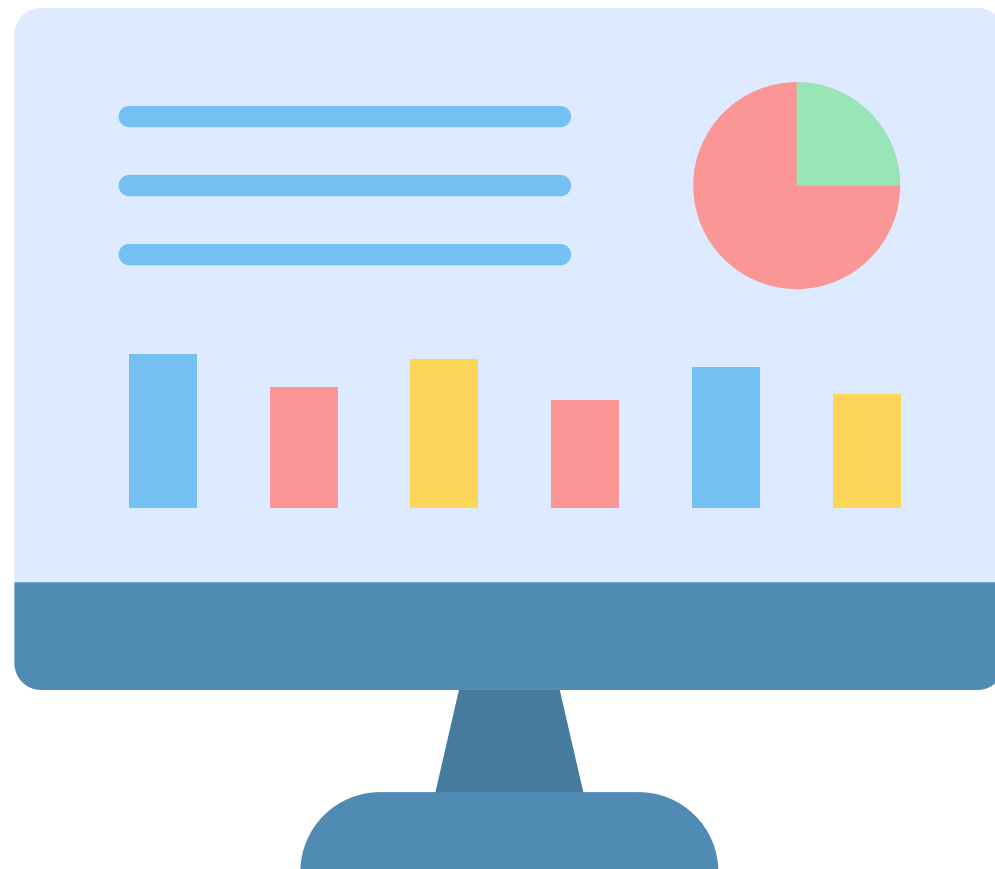
**Objective:** Summarize participants' expectations from investments.

### Steps:

1. **Explore Expectations Column:** Review the column where participants provided information about their expectations.
2. **List and Describe Expectations:** Create a list and describe the common expectations mentioned by participants.



# Level 4: Expert



## Task 10: Correlation Analysis

**Objective: Explore potential correlations between factors.**

### Steps:

- 1. Select Relevant Columns:** Identify columns such as age, investment duration, and expected returns for correlation analysis.
- 2. Use Statistical Methods or Visualizations:** Employ statistical methods (e.g., correlation coefficients) or visualizations (e.g., scatter plots) to explore and visualize potential correlations.

# How to Contact Us?

To find out more information,  
please contact us



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