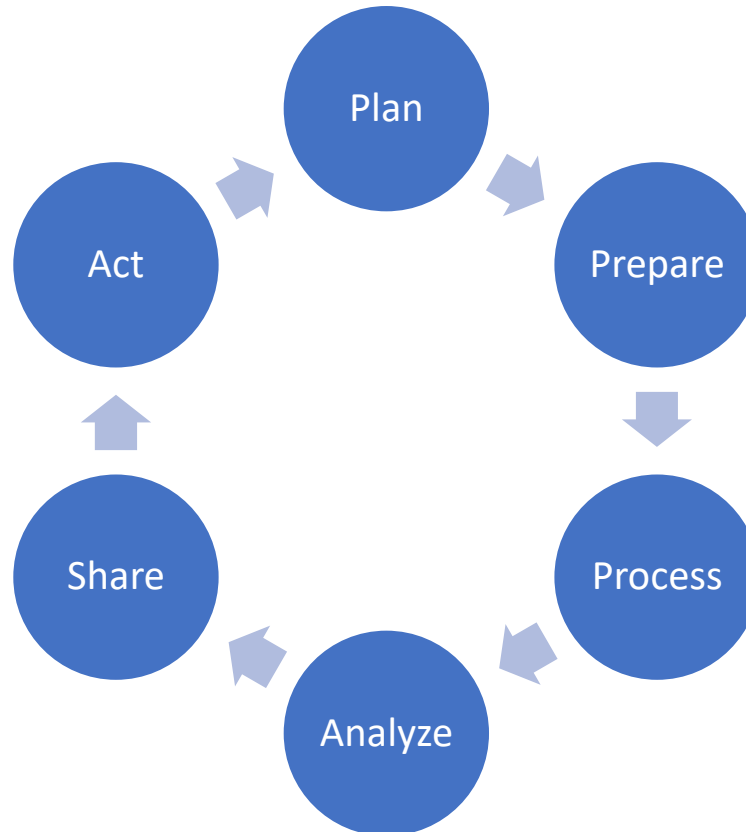


Data Analytics Process

- **Description:**

The real world example in fantasy games, where a fantasy games companies wants to reduce its customer churn rate by analyzing its customer data.

Steps-



Plan

- In the planning stage, we define the problem we want to solve, set goals, what is output and identify the resources needed.
- For this example, the fantasy games companies wants to reduce user churn rate by analyzing user data.
- the objective is to identify the reasons for churn and the actions needed to retain user.
- The resources required includes-
statistics ,data analysts, data scientists, machine learning ,python, database, visulasation tools like excel ,charts ,power BI etc

Prepare

- In the preparation stage, we collect, clean, and preprocess the data.
- The fantasy games companies collect customer data.
- Mostly data in the structured data format so that data can be easily analyze.
- The data is then cleaned and preprocessed by removing duplicates, filling missing values, and standardizing data.
- Handling a missing and null value is important in data analysis so that we can get better results that we want.

Process

- In the processing stage, we transform the data into a format suitable for analysis.
- In this example, we transform the data by creating features, such as user tenure, transaction history, and user interactions. We also segment user based on their demographics and behavior.
- Whether the use are playing daily or not ,how many games they are playing ,how many reward they win etc condition we analyze.

Analyze

- In the analysis stage, we apply statistical ,machine learning and deep learning techniques to the data to uncover patterns and insights.
- In this example, we can use techniques or algorithm such as regression analysis, decision trees, random forest to identify the factors that influence customer churn.
- Mostly we analyze data that such that can we give some bonus so user can play games continuously so our business can increase.
- We also use clustering algorithms to identify groups of user with similar characteristics and behavior.

Share

- In the sharing stage, we communicate the results of our analysis to stakeholders.
- In this example, we share the insights gained from our analysis with managers and user service teams.
- We can share our ideas to our colleagues so that they can also understand what we need to do in future
- We also create data visualizations, such as dashboards and reports, to communicate the insights effectively.
- Visualizations gives more effective knowledge from data we analyze.

Act

- In the stage, we take action based on the insights gained from our analysis.
- In this example, we implement targeted marketing campaigns to retain user identified as being at high risk of churning.
- We also improve customer service by addressing the issues that led to customer churn, such as poor customer experience or unmet needs.
- Gives bonus and reward to user so that user can play continuously.

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