

Tuhina,

Overall, you've done a good job with the different sections of the project! Below are the comments based on the different sections.

Business Problem

You demonstrated a good understanding of the business problem by defining the objectives of the analysis. To further enhance this section, consider breaking down the problem into smaller, actionable analyses. Doing so will make it easier to understand for both technical and non-technical stakeholders, promoting better clarity and ensuring alignment across various audiences.

Analytical Approach and Tool Utilization

Your analytical approach was well-documented, with clear explanations of each step and the actions taken throughout the process. The reasoning behind your decisions, from data preparation and cleaning to visualization, was sound and thoughtful. Additionally, your proficiency with SQL was evident through the well-crafted SQL queries. This is highly commendable—great work!

Visualizations, Trends/Patterns

You did a good job highlighting the trends and insights from your analysis. To enhance this section, consider including the relevant visualizations alongside your discussion of the insights. This will allow your readers to better relate to the insights by visually connecting them with the data presented. This approach will make your findings even more impactful and easier to understand.

Insights and Recommendations

You highlighted the key findings and insights, and it's great to see that you've included actionable recommendations for 2Market.

Dashboard

Your dashboard design showcases several effective elements, particularly the thoughtful use of contrasting colors, which improves accessibility. The inclusion of filters is a great feature, making it easier to explore specific segments of the data. To further enhance the structure and user experience, I'd suggest organizing the dashboard into three segments: Demographics, Sales, and Advertising, each with a dedicated dashboard. This will provide a clear structure and make it easier for users to navigate and interpret the data. Adding navigation buttons would also facilitate smooth transitions between the dashboards. Good job overall!

Presentation

Your presentation was both clear and concise, making the information easy to digest. The design of your slides is excellent. To enhance engagement, you might consider demonstrating how the dashboard can be used to extract valuable insights, or incorporating the visualizations into your slides directly. This would likely resonate more with your audience. It's also great to see that you've included actionable recommendations for 2Market—well done!