

## Data Wars - Round 2

Modern Cycles Pvt. Ltd., a medium size bikes & cycling accessories organization, has approached you to help with its customer and transaction data. You are acting as a freelance Data Analyst having vast experience in providing solutions through data analysis. The organization has a large dataset relating to its customers, but their team is unsure how to effectively analyze it to help optimize its marketing strategy. Their marketing team is looking to boost business by analyzing their existing customer dataset to determine customer trends and behavior.

The client provided you with 4 datasets:

- Customer Demographic
- New Customer
- Customer Addresses
- Transactions data in the past 3 months

Task 1: Data cleaning and exploratory data analysis

Task 2: Using the existing customer data, recommend which of these 1000 new customers should be targeted to drive the most value for the organization. Prepare a detailed approach for completing the analysis including activities – i.e., feature engineering, data transformations, modeling, results interpretation, and reporting.

It is important to keep in mind the business context when presenting your findings:

- What are the trends in the underlying data?
- Which customer segment has the highest customer value?
- What do you propose should be Modern Cycles Pvt. Ltd., marketing, and growth strategy?

Feel free to choose any of the existing tools to perform your analysis such as Python, R, Power BI, Tableau, SPSS etc and finally present your findings and recommendations in the form of PowerPoint presentation. Include code notebook, dashboard link or file while submitting the solution.

### **Rules:**

- Team leaders will be required to submit their 3-slider solution (excluding Team Introduction/Thank you slides).
- Submission format: **PPT or PDF file**
- Naming Convention of Submission File: **Revelation\_Team Name\_Event Name**
- Submission Deadline : **30<sup>th</sup> Dec ,12 AM.**