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Executive Summary of Case Study:

Case Study 2:

There seemed to be significant growth in new customers every year marred by the large amount of customers that did not purchase again. The customer turnover seemed to be very high and so the company could refactor their strategy toward user retention.

Overall, this Case Study was a challenging yet rewarding experience and helped me improve brainstorming and planning steps while practicing skills in Python's Pandas Library.

Figuring out how to group, transform, calculate and convert the dataset into the desired output was made possible, firstly, by understanding relationships within the data and then executing data transformation steps according to my brainstorming plan. For example, I would ask myself, what relationships must be considered in the dataset to calculate "Revenue Lost by Attrition" before writing any code to calculate this statistic.