**Individual Task Research**

This task will revolve around use of **Data Analytics** to strategize and formulate a business plan. Create a **survey form** to get their idea validated by the market/customers and using the **survey data** collected formulate a data driven strategy to tap the right customer at right time. Along with this, plan for future customer prediction and retention.

For a **unique Business Idea**, work on the following steps:

1. Idea should be unique and sustainable for **at least 5 years**.
2. **Idea** should be data and technology driven and you have to **formulate a new idea** for any business which will be deployed using **data and technology for marketing,** sales and promotion.
3. Create a **market survey form** to get the idea validated from the market. At **least 200 responses are required.**
4. Do consider the **classification problem** while creating a survey form. Label needs to be fetched from the customer’s view point. For ex- Given an opportunity would you like to buy this product? Yes/ Maybe /No
5. Apply **descriptive analytics using Excel** and create basic correlation **based graphs and project insights.**
6. Apply **predictive analytics on the data collected** and plot feature importance.
7. **Report** with abstract introduction, literature survey, framework, data collected, data cleaning, algorithms applied, result execution, conclusion, along with screenshots has to be submitted.

Research component with the associated are: -

1. Project Idea (Unique and Sustainable)
2. Sales Strategies (applying at least 2 data mining algorithms for marketing segmentation, recommendation and costing)
3. Outcome of the algorithms to derive conclusions and future work.

**What do you have to submit at the end?**

1. Data and Python Code
2. Excel sheet with all the calculations
3. Report
4. Presentation (based on report)