

## WesCEF Data Analytics – Data Science Case Study

The purpose of this task is to demonstrate your ability to solve an analytical problem, conduct analysis, and explain to an audience the findings and results from your analysis.

Choose from one of the following Kaggle competitions

- “Corporación Favorita Grocery Sales Forecasting” –  
<https://www.kaggle.com/c/favorita-grocery-sales-forecasting/data>
- “Recruit Restaurant Visitor Forecasting” –  
<https://www.kaggle.com/c/recruit-restaurant-visitor-forecasting>
- “Product Recommendation” –  
<https://www.kaggle.com/c/santander-product-recommendation/data>

From the Kaggle website, you can understand the context of the problem, get the data, and understand Kaggle’s performance metrics.

### **You are required to:**

- Build a solution to the problem
- Present your findings to a combination of Technical and Business people (Advanced Analytics, Data Scientists, HR) for a maximum of 30 minutes covering
  - Brief Summary of the Problem
  - The step-by-step approach on how you came to the answer (including unsuccessful/poor performing models and how you improved them)
  - Your solution and its performance (against the Kaggle evaluation metric but also using other appropriate metrics that you deem necessary)
  - Limitations to your approach
  - How you could improve if given more time
- Answer questions on the approach and provide justification for the analytical decisions made
- Provide the code that you wrote to answer the problem (programming language used does not matter)
- Present in an engaging way that illustrates the key take outs at the high level but can clearly articulate deep technical concepts

You will be given between 5 days to prepare your solution.