



B.A.S.H

Business

Associates

Special

Hours

Statistella

In association with



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Round 2



INTRODUCTION

Welcome to Statistella: Round 2—a focused exploration of analysis and visualization! This round challenges you to delve deep into the data, uncover patterns, and craft compelling visual narratives that tell a story beyond the numbers. Designed to test your analytical thinking and creativity, Round 2 emphasizes the importance of transforming raw data into actionable insights through clear and impactful visuals. It's your chance to showcase your expertise in interpreting data and communicating results effectively



Problem Statement

Design and develop an interactive, data-driven dashboard that analyzes customer retention metrics and behaviors for a bank's customer base. The dashboard should explore customer demographics, transaction patterns, and retention indicators to uncover actionable insights for enhancing long-term customer relationships. Participants should focus on identifying trends and generating recommendations to improve customer satisfaction and reduce churn. Additionally, participants should create a presentation deck that highlights key insights, actions, and recommendations derived from the dashboard.



Deliverables:

1. Interactive Dashboard:

- Develop an interactive dashboard that visualizes key metrics like customer demographics, transaction patterns, and retention indicators.
- Participants can use tools such as Tableau, Power BI, Excel, or Pandas to build the dashboard.

2. Presentation Deck:

- Create a presentation deck (with a slide limit of 5 excluding intro and thank you slides) that provides actionable insights and recommendations based on the dashboard's findings.
- The deck should highlight the key trends, data-driven insights, and strategic actions that can improve customer retention and reduce churn.



Evaluation Criteria

1. Dashboard Design and Visualization:

- Originality, clarity, and effectiveness of visuals in conveying customer retention trends and insights.
- Interactive features that allow for dynamic exploration of data.

2. Insight Generation and Practical Recommendations:

- Depth of insights related to customer retention, satisfaction, and behaviors.
- Clear, customer loyalty and reduce churn.

3. Innovation and Narrative Coherence:

- Creative and innovative approaches to solving the problems with a clear narrative.



Submission format and deadline

- Submit the dashboard file in one of the following formats: Tableau (.twb or .twbx), Power BI (.pbix), Excel (.xlsx), or Pandas (.py).
- Submit the presentation deck in PowerPoint (.pptx) or PDF (.pdf) format.
- Submissions are due by 20th January, 12:00 PM.
- Submissions will be on Unstop itself.

Link for Dataset: [Link](#)

Thank You!

