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Project Description - Foundations for Data Science

Submission type : File Upload Due Date : Feb 01, 9:00 AM Total Score : 60
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Description

Welcome to the project on Foundations for Data Science. In this project, we aim to analyze marketing data and address some important business problems/questions.

- This project is focused on Exploratory Data Analysis
- A solution notebook is shared for the analysis
- Many parts of the solution notebook are omitted and replaced with questions. You are expected to fill in the gaps as per the instructions/questions.
- The focus of most of the questions is to interpret various relationships in the data to identify key observations, extract insights, and shape the business recommendations rather than coding in Python itself.

Key Points to Note:

- Please do not change the variable names to avoid hassles while executing the code.
- You can raise your issues on the project discussion forum on Olympus.
- The notebook should be run from start to finish in a sequential manner before submission. It is preferable to remove all warnings and errors before submission.
- You need to submit a python notebook in HTML format.

Happy Learning!

Scoring guide (Rubric) - Foundations for Data Science

Criteria	Points
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Question 1

Find the summary statistics for numerical columns and write your observations. (use describe function)

4

Question 2

Write your observations on the acceptance rate for each campaign

4

Question 3

Write your observations on acceptance rate for each campaign according to the income level

7

Question 4

Write the code and your observations on average amount spent on different products across all campaigns

7

Question 5

Write the code and your observations on average number of purchases from different channels across all campaigns

7

Question 6

Write the code and your observations on percentage acceptance for different categorical variables across all campaigns

7

Question 7

Write the code and your observations on the percentage amount spent on different products for each category of the mentioned categorical variables

7

Question 8

Write your observations on percentage purchases from different channels for different categories of the income_cat column

4

Question 9

Find the correlation matrix for the columns mentioned below and visualize the same using heatmap

3

Question 10

Based on your analysis, write the conclusions and recommendations for the CMO to help make the next marketing campaign strategy

10

Points 60

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