Project Discussion

Diploma in Data Science

Importance of Project

The project work is an integral part of the course and provides opportunity to understand:

- Project life cycle (planning to final presentation)
- Data related challenges(collection,management etc)
- Application of appropriate statistical methods
- Story telling using data visualization
- Scientific communication

Project Work Details

Two groups will be formed with 3-4 students per group

 Guide will be assigned to each group. Projects by individual students are accepted upon request

- Three presentations will be given by each group-Planning, Interim and Final

- Planning presentation

- Interim presentation

- Final presentation

Project Activities

- Finalize topic and create project plan
- Questionnaire designing(if applicable)
- Data Collection (primary or secondary)
- Data Management(organizing, cleaning etc.)
- Statistical Analysis/Predictive Modeling/Machine Learning
- Data Visualization
- Web application/Interactive reporting/Dashboard
- Presentations

List of Past Projects

❖ Nifty/Dow Jones direction prediction using Machine Learning Algorithms,Pairs Trading Strategy

❖ Credit scoring model for the bank using Binary Logistic Regression

❖ Dealer scoring model in FMCG sector

❖ Brand health tracking for leading ecommerce brands(primary research)

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List of Past Projects

❖ Customer Analytics for a Food Joint in Mumbai (Customer segmentation and scoring model)

❖ Dealer segmentation model and sales forecasting in FMCG sector

❖ Cross Selling Model in Insurance (for variable annuity)

❖ Predictive model for movie verdict (hit/flop)

❖ Comparative study of FDI in BRIC Nations

❖ Start-ups in USA-Factors driving a success

❖ Customer satisfaction and factors driving 4G usage in telecom sector

List of Past Projects

❖ Sports Analytics- Analysis of 9 years IPL data

❖ Learning Analytics using data from school in UK

❖ Macroeconomics Data Analysis- G20 countries

❖ Telecom customer feedback survey and churn model

❖ Sales analytics (data provided by XXX Ltd)

❖ Challenges faced by 'young mothers' in Mumbai

Guidelines for Project Presentation

1) Title slide with project title,course title,names of group members

2) Project Background (1-2 slides)

3) Data source (1 slide)

4) Data snapshot (if applicable)

5) Objectives (1-2 slides)

6) Analysis plan (2-3 slides)

7) Challenges (1 slide)

8) Project plan with timelines