Individual Logs

Week	Dates	Task Description	Summary	Time
1	**April 23, 2024**	Met with the Craver team for onboarding purposes.	Onboarding	1
1	**April 25-30, 2024**	Explored the data hosted on BigQuery. Understanding the functionality of tables and its relationships.	EDA	2 hrs/day
1	**May 1, 2024**	Organized a team meeting to discuss the division of work and plan the next steps.	Team Meeting	1
1	**May 3, 2024**	Worked on refining our initial ideas in alignment with the set objectives, discussing them during the team meeting in-preparation for the proposal.	Team Meeting	1
1	**May 4, 2024**	Focused on working on strategies to answer Objective 1(a): Analyze loyalty program impact on guest behavior and merchant growth.	Strategy Development	3
2	**May 5-7, 2024**	Drafted the proposal write-up and presentation.	Proposal Writing	1.5 hrs/day
2	**May 8-9, 2024**	Dedicated time to meticulously refine the proposal, ensuring it reflects our insights comprehensively. Delved deeply into strategies, preparing to present them to the Craver team.	Proposal Refinement	1.5 hrs/day
2	**May 10, 2024**	Scheduled a meeting with Craver to finalize the proposal and seek their approval.	Client Meeting	1
3	**May 11-13, 2024**	Wrapped up the proposal, ensuring all components are aligned. Initiated data exploration to derive meaningful insights.	Final Proposal Draft & Initial Analysis	1.5 hrs/day
3	**May 14-16, 2024**	Formulating Queries for User Data & Loyalty Program Analysis i.e., Objective 1.	Data Wrangling & EDA	2.5 hrs/day

3	May 17, 2024	Scheduled a meeting with the company to discuss the work progress and ensure alignment on project goals and timelines.	Client Meeting & Data Wrangling & EDA	1 & 7 respectively
3	May 18, 2024	Continued working on queries and developing ideas to extract insights from objective 1(a) in order to drive informed decision-making and project success.	Data Wrangling & EDA	7
4	May 19, 2024	Focused on developing effective strategies to answer Objective 1(e): Other basic recurring trends on a consumer basis (i.e. popularity of items, what sells based on time of year, etc.)	Strategy Development & Data Wrangling & EDA	7
4	May 20, 2024	Continued working on Objective 1(e) by digging into the data, analyzing data, and exploring different approaches to uncover consumer trends.	Data Wrangling & EDA	7
4	May 21, 2024	Created charts on Looker for Objective 1(a) & (e) in preparation for building a comprehensive dashboard effectively presenting the data and providing valuable insights through the generation of a draft report documenting analysis.	Data Visualization	7
4	May 22 - 23, 2024	Team drafted a slide-deck for the mid-term presentation to present to Cravers.	Team Presentation	6
4	May 24, 2024	Presented analysis to Craver's - Work until the MidTerm Presentation.	Client Meeting	6
4	May 25, 2024	Worked on anonymizing the client details from the slide-deck in preparation of the MidTerm Presentation.	Team Presentation	6
5	May 26-28, 2024	Worked on Objective 1(c) where I looked into product analysis - top selling products and its repeat purchase rates.		
5	May 29-31,	Continued working on Objective	Data Analysis	7

	2024	1(c) by diving deeper into product analysis - product affinity analysis, time of the day purchase sales analysis and working on drawing different insights and completing pending analysis for the report generation.		
6	**June 1 - 2, 2024**	Continued working on Objective 1(c) looking into product sales and growth rate of sales per category and refined the previous code for simplicity.	Data Analysis	7
6	**June 3 - 5, 2024**	Worked and created the final pages of the dashboard for the overview, coupon analysis and retention analysis in preparation of the final dashboard tying everything together and cleaned up the final report.	Dashboard	7
6	**June 6 - 8, 2024**	Met with Cravers to discuss progress and continued working on Objective 1(c) by diving deeper into product analysis - product sales trends and category growth analysis and working on drawing different insights and drawing recommendations.	Client Meeting & Data Analysis	8
7	**June 9 - 11, 2024**	Completed the analysis bit for the report generation.	Report Generation	8
7	**June 12 - 14, 2024**	Worked on the Objective 1(a) looking into the Retention Analysis - RFM Analysis for Repeat Vs New Customers and other Temporal Patterns and working recommendations. Met with Cravers to show the current standings and discuss some issues faced in data analysis.	Client Meeting & Data Analysis	8
8	**June 15 - 18, 2024**	Parameterized SQL queries as requested by Cravers to work on different Merchants. Along with the parametrization for anonymizing the merchant names for ensuring data privacy and security. Continued with the report	Query Refinement & Report Generation	8

		generation for MDS Submission (Anonymized). And created a sanitized i.e., (De-Anonymized) Report for Cravers.		4
8	**June 19 - 21, 2024**	Worked further on Objective 1(a), deriving additional insights into coupon analysis and devising actionable recommendations and added it to the Report.	Data Analysis & Report Generation	8
9	**June 22 - 25, 2024**	Preparation for the Final Capstone Submission	Report & Slide Deck	8