

Craver Solutions Week 7 - 9 Report

Key Tasks Completed:

1. Working towards final document and ppt slide deck preparation.
2. Created two documents and ppt, anonymized and de-anonymized.
3. Working on final touches for the dashboard.
4. Updated logs.

Team Work Log:

Dates	Task	Hours/Day
June 13 - 14, 2024	Met with Craver to discuss the analyses extracted till now and need for further insights.	1
	Natalie - 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.	7
	Pranav - Anonymized the merchant names in the report and presentation as requested by Craver.	8
	Chris - Finalized actionable insights for Craver and worked on report paragraphs.	5
	Jade - Worked on the final report	4
	Jacob - Not Available	-
June 15 - 16, 2024	Natalie - Continued with the report generation for MDS Submission (Anonymized). And created a sanitized i.e., (De-Anonymized) Report for Cravers.	8
	Pranav - Based on inputs given by Craver executives, fixed the RFM scores by modifying the logic.	8
	Chris - Worked on presentation slide decks and report - both anonymized and anonymized versions	6
	Jade - Worked on the final report	3
	Jacob - Not Available	-

June 17 - 18, 2024	Natalie - Completed the analysis bit for both the reports Anonymized and De-Anonymized.	8
	Pranav - Performed sentiment analysis on user reviews and identified actionable insights to give to Craver.	8
	Chris - Worked on presentation slide decks and report - both anonymized and anonymized versions	4
	Jade - Finalized personal dashboard page	4
	Jacob - Not Available	-
June 19 - 20, 2024	Natalie - Worked further on Objective 1(a), deriving additional insights into coupon analysis and devising actionable recommendations.	8
	Pranav - Worked on the anonymized report which is to be given to Craver.	7
	Chris - Worked on presentation slide decks and report - both anonymized and anonymized versions	3
	Jade - Finalized presentation slides	4
	Jacob - Not Available	-
June 21 - 24, 2024	Met with Craver and presented our final analysis in preparation for the Final Capstone.	1
	Finalized the final report and presentation.	8

Final Week:

- Team Presentation
- Analysis Document