Individual Logs

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Date: June 24, 2024

Week	Dates	Task	Hours / Day
1	April 23, 2024	Meeting with client (Craver) for overview of data.	1
1	April 29, 2024	Familiarizing with the data.	2
1	May 1, 2024	Met with the team to divide the work and plan the next steps.	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.	2
1	May 4, 2024	Started working on analyzing objective 4: Identify common features of high revenue merchants.	3
1	May 5-7, 2024	Created the proposal draft and presentation.	2
2	May 8-9, 2024	Refined the proposal to meet with the objectives set by the Craver team.	2
2	May 10, 2024	Met with Craver to finalize the proposal and get their approval.	1
2	May 11-13, 2024	Finalized the proposal and explored the dataset to get further insights into the high revenue merchants.	2
3	May 14, 2024	Cleaned up the github	2

		repository.	
3	May 15, 2024	Finalized the weekly report.	2
3	May 16, 2024	Identified the upper quartile merchants and split them up into top 10 successful and unsuccessful merchants.	7
3	May 17, 2024	Met with the Craver team to provide the weekly updates and get their insights.	1
		Performed analysis on the top 10 successful and unsuccessful merchants and compared different metrics.	7
3	May 18, 2024	Selected a successful and unsuccessful coffee shop merchant and performed analysis to identify any features that can be used to compare them.	8
3	May 19, 2024	Plotted graphs based on the previous analysis	8
4	May 20, 2024	Created dashboard containing the plots based on the northstar metric and continued with the comparison of the two coffee shops	8
4	May 21, 2024	Continued the analyses to compare the successful and unsuccessful merchants.	7
4	May 22 - 23, 2024	Drafted a slide-deck for the mid-term presentation to present to Cravers.	6
4	May 24, 2024	Presented analysis to Craver's - Work until the MidTerm	6

		Presentation.	
4	**May 25, 2024**	Worked on anonymizing the client details from the slide-deck in preparation of the MidTerm Presentation.	6
5	**May 26-28, 2024**	Worked on objective 4, focused on product analysis.	8
5	**May 29 - 30, 2024**	Worked on the dashboard.	8
6	**May 31 - June 2, 2024**	Worked on the RFM analysis between successful and unsuccessful merchants.	8
6	**Jun 3 - 5, 2024**	Ran multiple regression to identify weights for the RFM scores.	8
6	**June 6 - 8, 2024**	Met with Cravers to discuss progress and continued working on the RFM analysis between successful and unsuccessful merchants.	8
7	**June 9 - 11, 2024**	Completed the weighted RFM scoring.	8
7	**June 12 - 14, 2024**	Continued with the report generation.	8
8	**June 15 - 18, 2024**	Based on inputs given by Craver executives, I fixed the RFM scores by modifying the logic.	8
8	**June 19 - 21, 2024**	Worked on the anonymized report which is to be given to Craver.	7
9	**June 22 - 25, 2024**	Preparation for the Final Capstone Submission	8