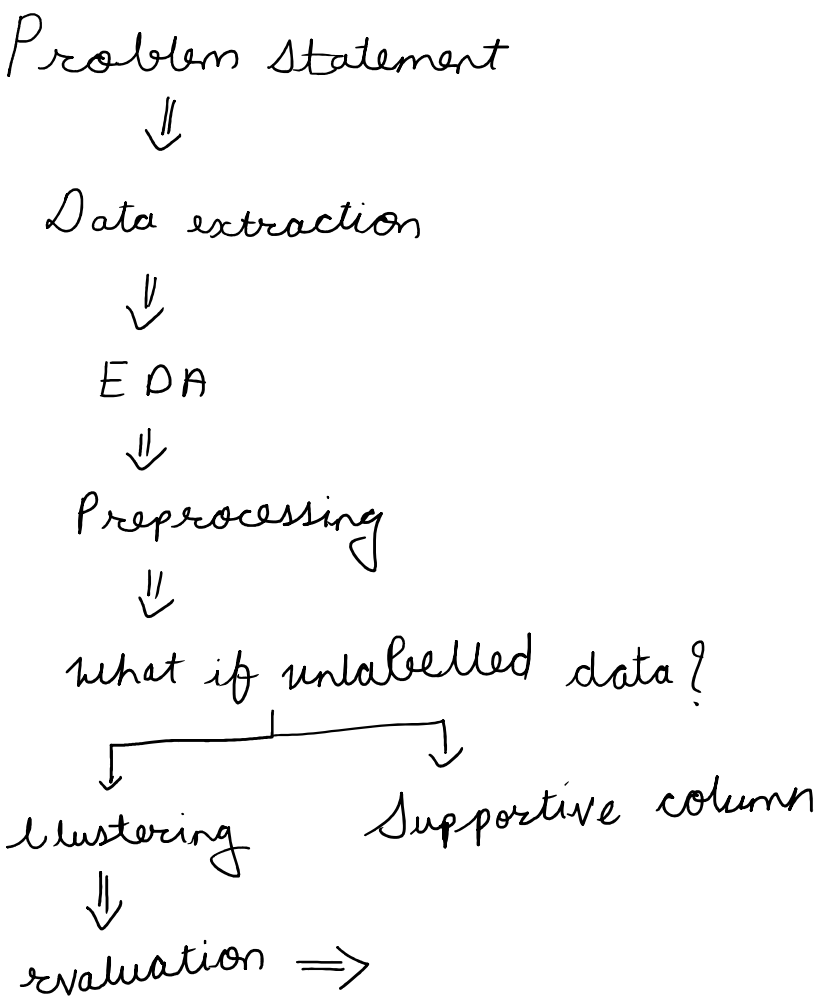
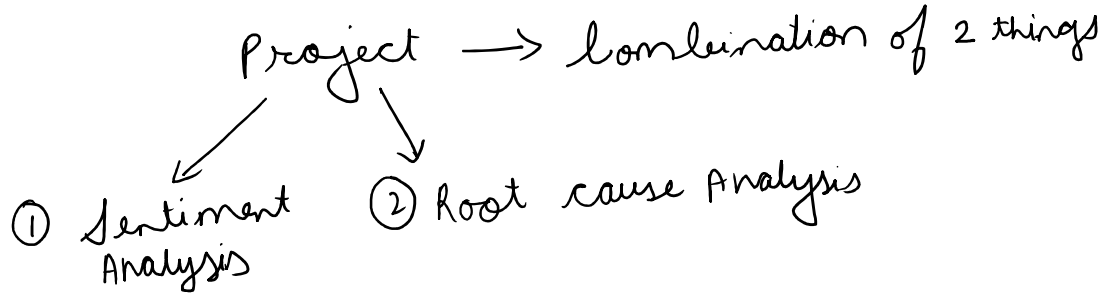
16 January 2024 19:25

PROJECT



Problem statement :

We were trying to build a model that will find out if customers are happy or not with the insurance product. If not then what are the reasons behind it.



Analysis

We are having client with chain of retailers (ex: lifestyle, Shopper stop). They observed that number of customers are visiting their store but very less number of people buying products from them.

Reasons : Rates ↑

Bad customer service

We had a customer they were famous for their main course initially. Recently they added snacks & desserts so they found out that sales of main course has been drastically decreased."

Domain → Banking → ATM services
internet services

Retail industry

Human Resources domain

Hospitality domain

Health domain

Supply chain management

Telecom domain

Types of Projects

① In house project ② Client based Project

Client (Problem Statement)

Client (Problem Statement)

↓

Business Analyst

↓

Manager

↓

Team lead

↓

1, 2, 3, ------

Problem Statement

↓

Architecture

↓

Present to client

↓

Client satisfied

↓

Ask for specific data

↓

Analyse the data

↓

Decide flow of project

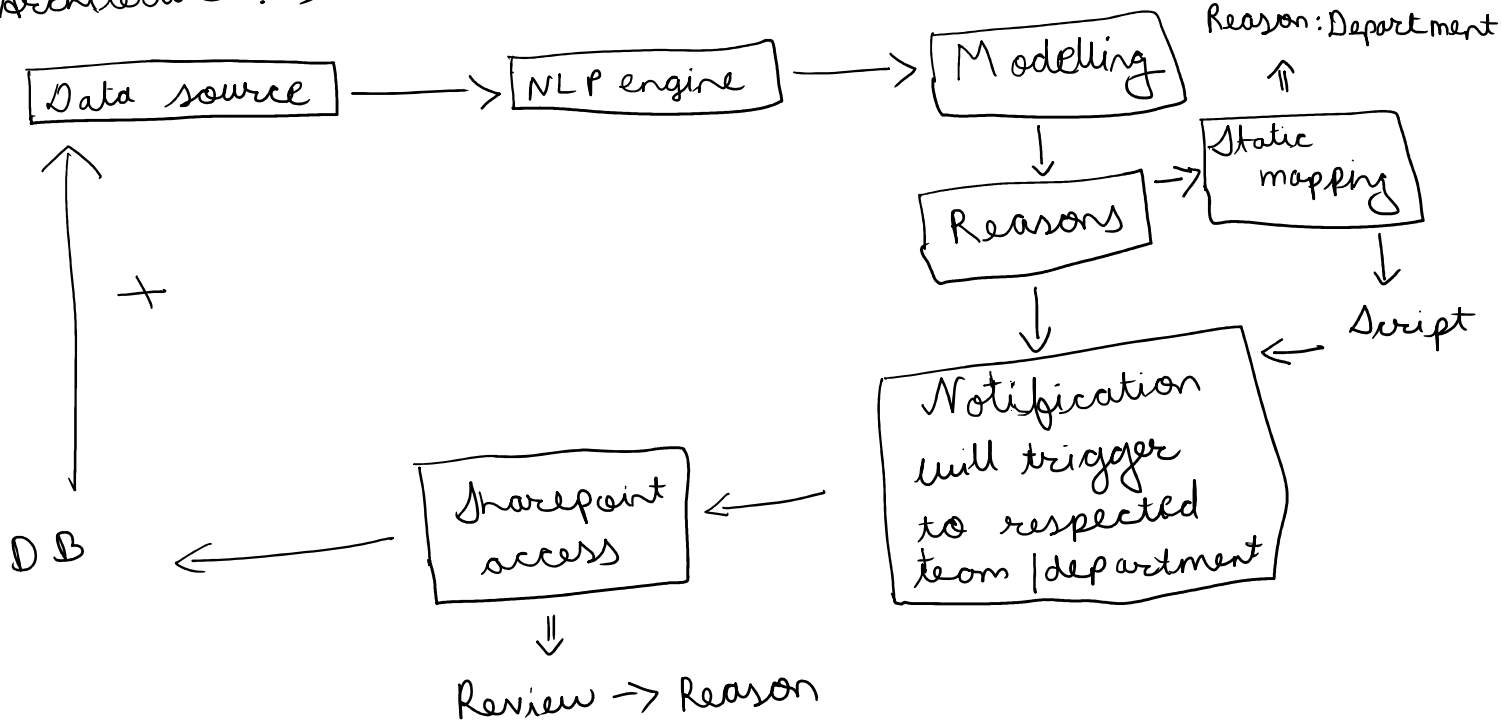
↓

Actual Project starts

↓

Create architecture

Architecture :→



Data :

① Quality
② Quantity
③ No continuous flow of data
④ exact data for our use case is not available

⇓

Public data / options

⇓

Feedback form / Google forms / surveys

Voice calls

Q what problems you faced while extracting data?

Private data / Secure data

NDA → Non Disclosure agreement

Q What is the difference between structured data & unstructured data?

Q Quantity of data

Around 1 GB

Around 10 lac rows

Data cycles ⇒ Monthly
yearly
quarterly

⇓

Data

⇓

Initial Preprocessing

⇓

Language detection

Language translation

⇓

EDA → Ngrams
word cloud
Keyphrase extraction