

# STATISTELLA

A DATA ANALYTICS COMPETITION

## OVERVIEW

Greetings Dear Participants,

Welcome to the highly anticipated Statistella Analytics Competition! In this exhilarating challenge, participants will be entrusted with a comprehensive dataset sourced from a dynamic platform. Your mission, should you choose to accept, is to harness your analytical prowess and data visualization skills to unveil meaningful insights. The pinnacle of this endeavor will be the creation of an impactful PowerBI dashboard, addressing crucial facets of the business.

## PROBLEM STATEMENT

In the Statistella Challenge, participants will receive an Excel/CSV file containing detailed information about goods purchased by customers and corresponding sales transactions. The task entails a comprehensive analysis of the dataset, drawing meaningful inferences to answer a set of given questions. You will have to come up with

1. Feature Analysis:

- Examine the dataset, paying close attention to features such as states, customer names, order timestamps, quantities, discounts, and profits.

2. Pattern Recognition:

- Utilize Data Analytics techniques to discern patterns within the dataset. Uncover correlations, dependencies, and hidden dynamics that contribute to the sales outcomes.

# QUESTIONS

- 1. Performance Analysis:** Evaluate trends, behaviors, and impacts across markets, customer segments, products, and regions.
- 2. Order Dynamics and Shipment:** Investigate the relationship between orders, geography, and shipment times.
- 3. Seasonality in Sales:** Identify patterns and factors influencing buying behavior during specific periods.
- 4. Order Volume's Impact:** Explore the link between order volume and shipment times through statistical analysis.
- 5. Strategic CLTV Analysis:** Calculate CLTV, identify high-value customers, and provide segmentation recommendations.

# DATASET

Dataset : <https://shorturl.at/gmzHR>

The Statistella Challenge dataset consists of 51,000+ structured transaction datapoints, including states, customer names, order timestamps, quantities, discounts, profits, and final amount paid. Features may vary in their direct correlation with the final amount.

# EVALUATION CRITERIA

- Insights Relevance: Address vital business questions—customer preferences, sales trends, and growth opportunities.
- Clarity & Simplicity: Present data clearly and concisely for quick understanding without unnecessary complexity.
- Visual Appeal: Exhibit creative data visualization and storytelling, showcasing innovation and unique solutions.
- Interactivity: Develop an interactive dashboard for efficient data exploration and scenario analysis.



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# SUBMISSION DETAILS

## Interactive Dashboard:

- Create a vibrant, interactive dashboard using tools like PowerBI.
- Explore freely; there's no page limit.

## Insights Deck:

- Craft a separate presentation deck explaining your dashboard insights.
- Submit both compressed in a single file.

## File Format:

- Name your file: TeamName\_InstituteName

## Submission Etiquette:

- Only the team leader submits.
- Strict adherence to guidelines is crucial for fair play.

**Submission Deadline:** January 14, 2023, EOD.

# SUBMISSION LINK

<https://forms.gle/yttkgmxPbcfADapMA>

TIME TO SHOWCASE YOUR ANALYTICAL SKILLS

**ALL THE BEST**