

TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

[Division Name] - [Engagement Manager], [Senior Consultant], [Junior Consultant]

Agenda

1. Introduction
2. Data Exploration
3. Model Development
4. Interpretation

Introduction

Purpose: Outline the approach for analyzing customer data to drive business value.

Data Exploration

Objective: Understand the data distributions and identify data quality issues.

Activities:

- Data Loading and Initial Inspection
- Missing Value Analysis and Imputation Strategies
- Data Consistency Checks and Cleaning
- Exploratory Data Analysis (EDA)
- Feature Engineering (e.g., converting D.O.B to age or age groups)

Model Development

Objective: Develop predictive models to identify high-value customers

Activities:

- Data Transformation and Scaling
- Feature Selection and Importance Analysis
- Model Selection (e.g., Logistic Regression, Decision Trees, Random Forest)
- Model Training and Validation
- Hyperparameter Tuning

Interpretation

Objective: Interpret the model results and provide actionable insights.

Activities:

- Model Evaluation (Accuracy, Precision, Recall, F1 Score)
- Identifying Key Predictors of High-Value Customers
- Visualization of Results (e.g., feature importance, customer segmentation)
- Recommendations for Targeting New Customers
- Reporting and Documentation

Thank You!