

# Assignment-1

## Exploring Marketing datasets

Sri Krishnamurthy, [analyticsneu@gmail.com](mailto:analyticsneu@gmail.com)

Due: Feb 11th 12.00pm

---

### Summary:

You are working for a consulting company Marketon Inc. which is interested in providing assistance to Hufty Bikes to assist in their marketing efforts. Hufty bikes has provided a dataset[2] and is asking you to explore it and provide your insights. The goal of this assignment is to understand this dataset and present your insights.

### Task:

- Ingest the dataset in Python
- Conduct exploratory data analysis using packages(like Plotly). Share 5-10 insights you observe from the dataset.
- Use PandasProfiling and Data quality analysis tools to analyze the data and present your findings.
- Use the package Greatexpectations to validate your datasets.
- Use Codelabs (<https://github.com/googlecodelabs/tools/blob/main/FORMAT-GUIDE.md>) to present your findings.
- Build a tools in Streamlit to share your data insights.

### References:

1. <https://www.theforage.com/virtual-internships/theme/m7W4GMqeT3bh9Nb2c/KPMG-Data-Analytics-Virtual-Internship>