KPMG Data Analytics Virtual Internship Project

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Shitab Tanzim

Overview

Sprocket Central Pty Ltd ,a bikes & cycling accessories organization, has approached KPMG to recognize high value customers to target. They provided a list of potential customers with no prior transaction history with the organization. They also provided data of their existing customers and transactions.

Goals

1. Data Quality Assessment:
2. Data Exploration
3. Model Building
4. Presentation & Dashboard

Specifications

Task 1:-

Draft an email to the client identifying the data quality issues and strategies to mitigate these issues. Refer to 'Data Quality Framework Table' and resources below for criteria and dimensions which you should consider.

Work: Data Quality Assessment Report

Task2:-

Using the existing 3 datasets (Customer demographic, customer address and transactions) as a labeled dataset, please recommend which of these 1000 new customers should be targeted to drive the most value for the organization.

In building this recommendation, we need to start with a PowerPoint presentation which outlines the approach which we will be taking. The client has agreed on a 3 week scope with the following 3 phases as follows - Data Exploration; Model Development and Interpretation.

Work: [EDA & AI Model Deployment](#) , [Insight ans Strategy Presentation](#)

Task 3:

Please develop a dashboard that we can present to the client at our next meeting. Display your data summary and results of the analysis in a dashboard (see tools/references for assistance).

Work: [Dashboard](#)

Tools:

1. Spreadsheet
2. Python3
3. Numpy, Pandas, Matplotlib
4. Catboost [CatBoost is an algorithm for gradient boosting on decision trees]
5. Tableau Desktop and Public

Certificate:

[Certificate of Completion](#)