Dear Participants,  
  
Project Parameters are as follows,

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| --- | --- |
| **Review Parameters** | **Review points** |
| **1) Introduction of the business problem** | **4** |
| a) Defining problem statement |  |
| b) Need of the study/project |  |
| c) Understanding business/social opportunity |  |
|  |  |
| **2)Data Report** | **2** |
| a) Understanding how data was collected in terms of time, frequency and methodology |  |
| b) Visual inspection of data (rows, columns, descriptive details) |  |
| c) Understanding of attributes (variable info, renaming if required) |  |
|  |  |
| **3) Exploratory data analysis** | **10** |
| a) Univariate analysis (distribution and spread for every continuous attribute, distribution of data in categories for categorical ones) |  |
| b) Bivariate analysis (relationship between different variables , correlations) |  |
| a) Removal of unwanted variables (if applicable) |  |
| b) Missing Value treatment (if applicable) |  |
| d) Outlier treatment (if required) |  |
| e) Variable transformation (if applicable) |  |
| f) Addition of new variables (if required) |  |
|  |  |
| **4) Business insights from EDA** | **4** |
| a) Is the data unbalanced? If so, what can be done? Please explain in the context of the business |  |
| b) Any business insights using clustering (if applicable) |  |
| c) Any other business insights |  |
|  |  |
| **Total** | **20** |