

MRA Project - Milestone 1

Submission

: Dec 12, 11:59 PM **Total Score** File Upload **Due Date** : 45 type Available from: Nov 26, 8:00 AM **Description**

^ Dear Participants,

Please go through the problem statement and find the Dataset attached in the Project Section.

This project aims to find the underlying buying patterns of the customers of an automobile part manufacturer based

on the past 3 years of the Company's transaction data and hence recommend customized marketing strategies for

Problem Statement:

in-house data science team, thus they have hired you as their consultant. Your job is to use your magical data science skills to provide them with suitable insights about their data and their customers. Auto Sales Data: Sales_Data.xlsx

An automobile parts manufacturing company has collected data of transactions for 3 years. They do not have any

Data Dictionary:

different segments of customers.

ORDERNUMBER:	Order Number	CUSTOMERNAM E:	customer
QUANTITYORDERED :	Quantity ordered	PHONE :	Phone of the customer
PRICEEACH:	Price of Each item	ADDRESSLINE1:	Address of customer
ORDERLINENUMBER :	order line	CITY:	City of customer
SALES:	Sales amount	POSTALCODE:	Postal Code of customer
ORDERDATE:	Order Date	COUNTRY:	Country customer
DAYS_SINCE_LASTO RDER :	Days_ Since_Lastorder	CONTACTLASTN AME :	Contact person customer
STATUS:	Status of order like Shipped or not	CONTACTFIRSTN AME :	Contact person customer
PRODUCTLINE :	Product line – CATEGORY	DEALSIZE :	Size of the deal based on Q Item Price
MSRP:	Manufacturer's Suggested Retail Price		
PRODUCTCODE:	Code of Product		

 Agenda & Executive Summary of the data Contents of the presentation

This Milestone is of 45 marks and the marks distributions are as per rubric:

- Problem statement
- About Data (Info, Shape, Summary Stats, your assumptions about data)
- Exploratory Analysis and Inferences
- o Univariate, Bivariate, and multivariate analysis using data visualization Weekly, Monthly, Quarterly, Yearly Trends in Sales
- Sales Across different Categories of different features in the given data
- Customer Segmentation using RFM analysis (make 4 segments)
- What all parameters used and assumptions made

Which tool used?

 Output table head If KNIME used, Workflow image to be put

Summarize the inferences from the above analysis

- Inferences from RFM Analysis and identified segments Who are your best customers? (give at least 5)
- Which customers are on the verge of churning? (give at least 5) Who are your lost customers? (give at least 5)
- Who are your loyal customers? (give at least 5) **Minimum PPT Requirements:**
- Minimum 14 Slides of PPT required: Minimum 8 slides on EDA and Inferences.
- Minimum 2 Slides on RFM analysis Minimum 4 slides on RFM inferences and identified segments Do not add code
- o If python, please talk about the packages and functions used. It is a must to add plots/graphs in the PPT itself

If you are using KNIME, adding KNIME Workflow is a must

Please note the following: Your submission should include the following:

project. Its a **must** to share the code for reference

• A PowerPoint Presentation (Deck of min 14 slides) - You will be evaluated based upon this. (You can convert PPT to PDF, that is also acceptable)

Scoring guide (Rubric) - MRA_Project_DSBA_Milestone_1 (1) (1)

• Please ensure timely submission as a post-deadline assignment will not be accepted. Please reflect on all that you have learned while working on this project. This step is critical in cementing

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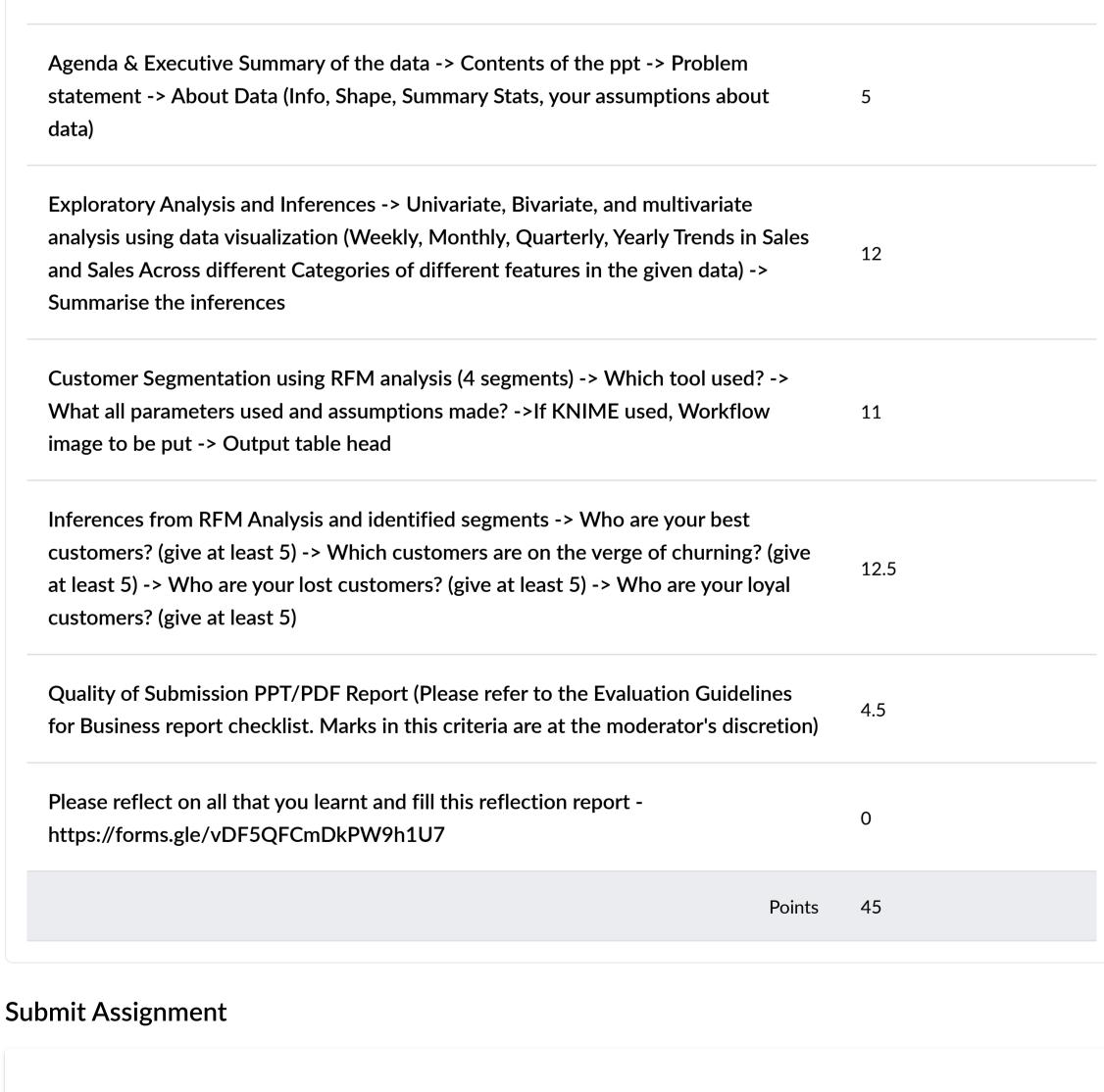
Points

Supporting file- You can use any tool(Tableau or Python or KNIME) used in the DSBA program for this

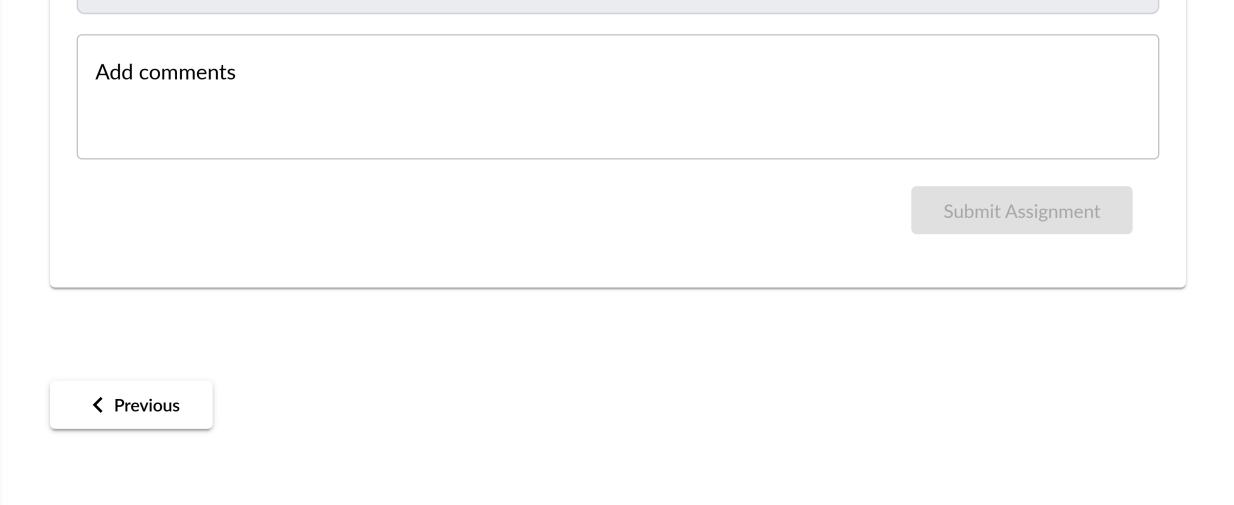
Program Office

Criteria

all your concepts and closing the loop. Please write down your thoughts here **Thanks**



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