

Online PGDM

First Year, Trimester II, September 2023

Course Name : Essentials of Business Analytics

Max Marks : 70

Course Code : 2105

Max Time : 2 hrs

Instructions for Students: Be precise and to the point while writing the answer.

NOTE-

- 1) The student must submit the following soft copies, which together would constitute the project report, as per the instructions of the office on or before the timeline:
 - a) Project report in MS Word file with professional formatting and snapshots of analysis along with proper interpretations and explanations as per the sections listed below.
 - b) *In case Ms-Excel is used for data analysis:*
 - i) Excel file with analysis
 - c) *In case Python Libraries are used for data analysis:*
 - i) data files (excel/.csv),
 - ii) python notebook file with analysis (.ipynb)
- 2) The students are advised to make the cover page as per the program office's instructions.
- 3) The students are advised to format the report professionally (including table of contents, table of tables and figures, page number, header, footer, etc.)

Instructions for Project:

The project report should comprise of the following sections-

Section A) Project Topic and Problem Description: You may choose any data of your choice and prepare/develop:

- i) An adequately framed topic as per your problem definition/data worked upon,
- ii) **A case with details about issues and problems (objective) to be solved and**
- iii) **Detailed description of variables used in the case**

Section B) Descriptive analytics using Pandas/Excel: Explore and interpret the data by applying filtering and grouping as per the above topic in point A.

Section C) Descriptive analytics using Visuals: Explore/Visualize the data using the visualization library of your choice with the interpretation of what each visual communicates.

Section E) Conclusion: Conclude the report with proper findings/outcomes and suggestions.

You may use a Python file (.ipynb developed through jupyter notebook) or MS Excel to perform the above analysis and then present the report in a Word file using snapshots of analysis.*

Instructions for submission: As advised by the program office

With best wishes

Dr. Ankit Mehrotra