



**Online PGDM**  
**First Year, Trimester II, Feb,2024**

**Course Name: Essentials of Business Analytics**  
**Course Code : 2103**

**Max Marks : 70**

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## Online PGDM Program

### Subject- Instructions for Final Project

#### 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 D) 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