Course Name: Marketing Analytics   **Course Code : 4107**

Max Marks : 70

FINAL ASSESSMENT BASED ON Project Details:

Each group of students will choose one industry/company. Collect live data or use Kaggle. The project should be designed to solve a real-world marketing problem using analytics. Analyze the data using the techniques discussed in the course.

Submision:

1. PDF file along with Turnitin report (< 20% similarity index, <20% AI).
2. Data file in csv or excel format.
3. Python file (.ipynb) containing codes and explanations/interpretations

Format of Report

1. Title Page: Project Topic and Problem Description:
   A properly framed topic as per your problem definition/data worked upon.

2. Summary of Problem statement:
   Case formulation and its detailing
   Variable description

3. Analysis:
   Choose suitable analytical methods and tools learned in the course to evaluate customer metrices such as CSAT, NPS, Market basket analysis.

    Visualize and interpret the data

4. Conclusion/Suggestion/Story
5. Contribution of each member
   List down the contribution of each member of the group in tabular form in ascending order of roll number on a scale of 1 to 10, where 1 stands for least contribution and 10 for highest. Also, add a column that specifies what is being done by each member.

Evaluation scheme: Evaluation will be conducted based on the submitted report, data, and analysis.