



Online PGDM

Second Year, Trimester IV, Sep 2024

Course Name: Marketing Analytics

Max Marks : 70

Course Code: 4107

Group Project Details:

Each student 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.

Submission:

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 metrics such as CSAT, NPS, Market basket analysis or any other

Visualize and interpret the data
4. Conclusion/Suggestion/Story
5. Focus on generating new insights for business problem solving.

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