**Exploratory Data Analysis and Insights**

1. Conduct exploratory data analysis on the variables in the data set
   1. Univariate analysis
   2. Bi Variate analysis
2. Develop Insights findings
3. Develop interactive charts and graphs in Tableau

**Criteria**

1. Insights/Findings - Clear set of insights from the analysis and the corresponding business recommendations towards business objectives
2. Layout - A clear storyline from the analysis, which is structured, logical and, addresses a specific purpose and audience.
3. Usability/Elimination of Visual Clutter – Interactive visualizations (Use of filters Parameters, Actions etc.) and the overall view contains minimal clutter (Appropriate selection of Colors, size, tool tips, emphasis more on data-ink vs non-data ink).
4. Appropriate chart / Table selection - Selection of charts needs to aid in cognition. It should be easy for a consumer to understand the insights from them. No pie charts.

**Requirements**

1. Power Point Presentation with a clear storyline, visuals, and pertinent findings on
   1. Uni Variate Analysis, with pertinent statistical analysis
   2. Bi Variate Analysis, with pertinent statistical analysis
   3. Pertinent predictive analytics
   4. Business Implications
   5. Predictive Analytics
   6. Business Recommendations
2. Tableau worksheet with all the graphs, visuals, tables
   1. Pertinent dashboards only as required and needed for the business recommendations