



PDF STUDY MATERIAL • UNCODEMY

Data Analytics Case Study

Notes, roadmaps and practice material, curated by the Uncodemy trainer team.



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Quick answer



A data analytics case study walks from a business problem to data, analysis, findings and a recommendation. Interviewers and portfolio reviewers look for clear questions, sound method and an honest conclusion.



Clear concepts

Short, plain-language explanations



Hands-on practice

Examples and exercises to try yourself



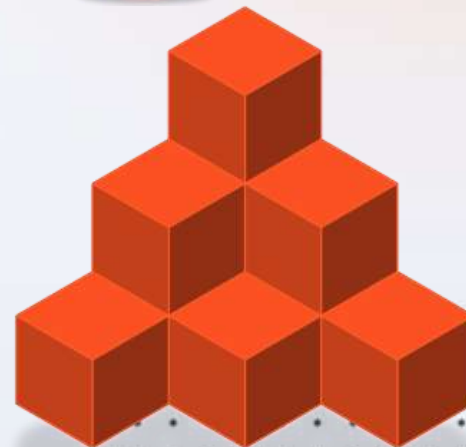
Job-focused prep

Questions and checklists for interviews

What is a data analytics case study?



A case study is a worked example that follows one business problem from start to finish: the situation, the question, the data, the analysis and the recommendation. It shows how you think, not just which tools you know. Case studies are used for learning, for portfolios and, often, as a round in analyst interviews.



A reliable structure

1

Problem: the business situation and the decision to be made.

2

Questions: two or three specific, answerable questions.

3

Data: what data exists, its limits and how you cleaned it.

4

Analysis: the method, with the main charts or queries.

5

Findings: what the data shows, stated plainly.

6

Recommendation: what the business should do, and what could go wrong.

Common case-study problem types

Problem type	Typical question	Typical analysis
Sales decline	Why did sales fall in one region?	Trend by region, product and period; compare to the previous year
Customer churn	Which customers are leaving and why?	Segment by tenure, usage and complaints; compare churned and retained...
Employee attrition	Which groups leave most often?	Attrition rate by department, tenure and manager
Marketing campaign	Did the campaign work?	Conversion by channel; cost per acquisition; test vs control
Inventory	Which products are over- or under-stocked?	Stock turnover and days of cover by product

What reviewers look for



A clear question before any chart.



Honest handling of missing or odd data.



Numbers that reconcile with the source.



A recommendation that follows from the evidence, with limits stated.

Common mistakes



Starting with the tool, not the question.



Showing every chart you made: keep only the ones that support the answer.



Overclaiming causes: a pattern is not proof of why it happened.



No recommendation: analysis without a decision is incomplete.

How to use these PDFs



STEP 1

Read the roadmap

Start at the stage that matches your level.



STEP 2

Practise each topic

Try it yourself instead of only reading.



STEP 3

Revise key concepts

Use the tables before an interview or exam.



STEP 4

Move to the next stage

Go on when you can explain this one in your own words.

Your Data Analytics Case Study PDF set



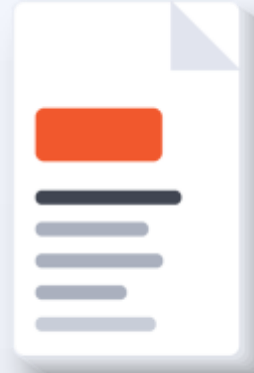
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Frequently asked questions



What is a data analytics case study?

It is a worked example that takes one business problem through the data, the analysis and the findings to a recommendation. It shows how an analyst thinks.



How do I structure a data analytics case study?

Use problem, questions, data, analysis, findings and recommendation, in that order. Keep each section short and tie the conclusion to the evidence.



How is a case study different from a project?

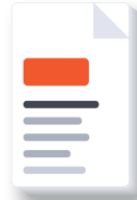
A project builds something, such as a dashboard. A case study explains how a specific business problem was analysed and what was decided. Many portfolios include both.

Related UnCodemy PDF resources



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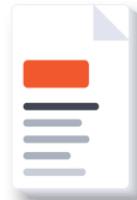
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Data Analytics Program at a glance



6-7 Months

Program Duration



120+ Hours

of Learning



75+

Live Sessions



10+

Tools & Technologies



Projects

Hands-on Projects & Case Studies



Career

Dedicated Career & Placement Assistance

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