MY QUANTHUB INTERNSHIP

ALABAMA DATA SCHOLARS INTERNSHIP PROGRAM

RAHUL KARTHIK

WHO AM I

- Rising Senior at Spain Park High School in Hoover, Alabama
- Enjoy spending time with family and friends, traveling, and playing golf
- Plan to pursue a career in Econ/CS
- Interned at BuyOrBorrow Music
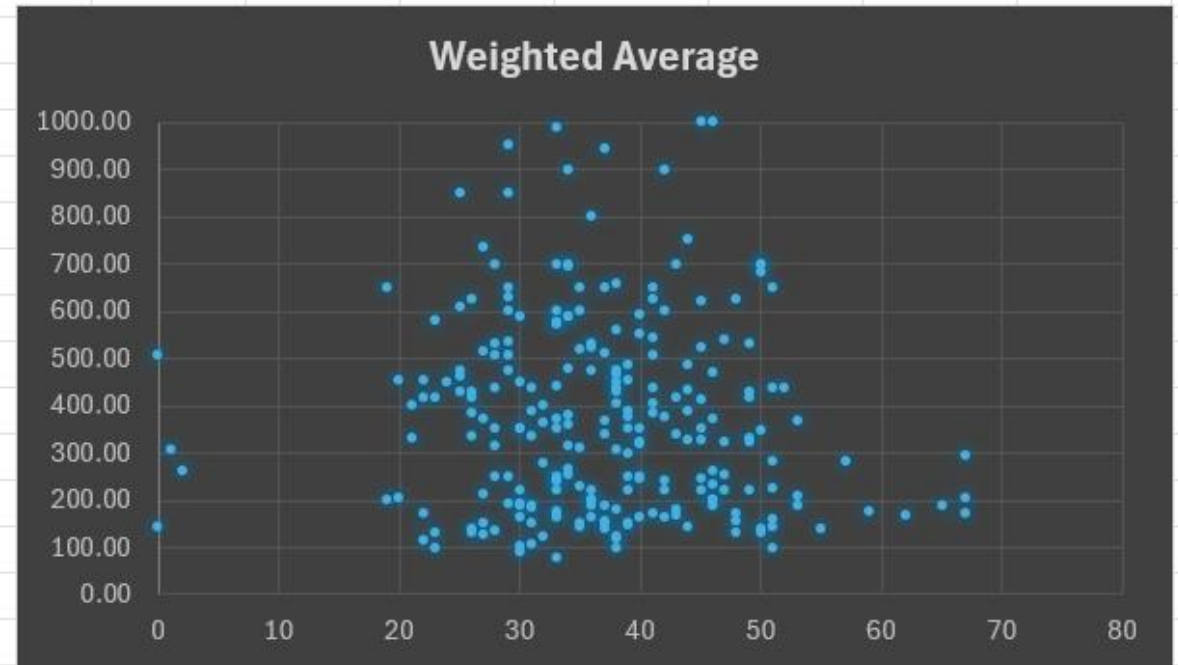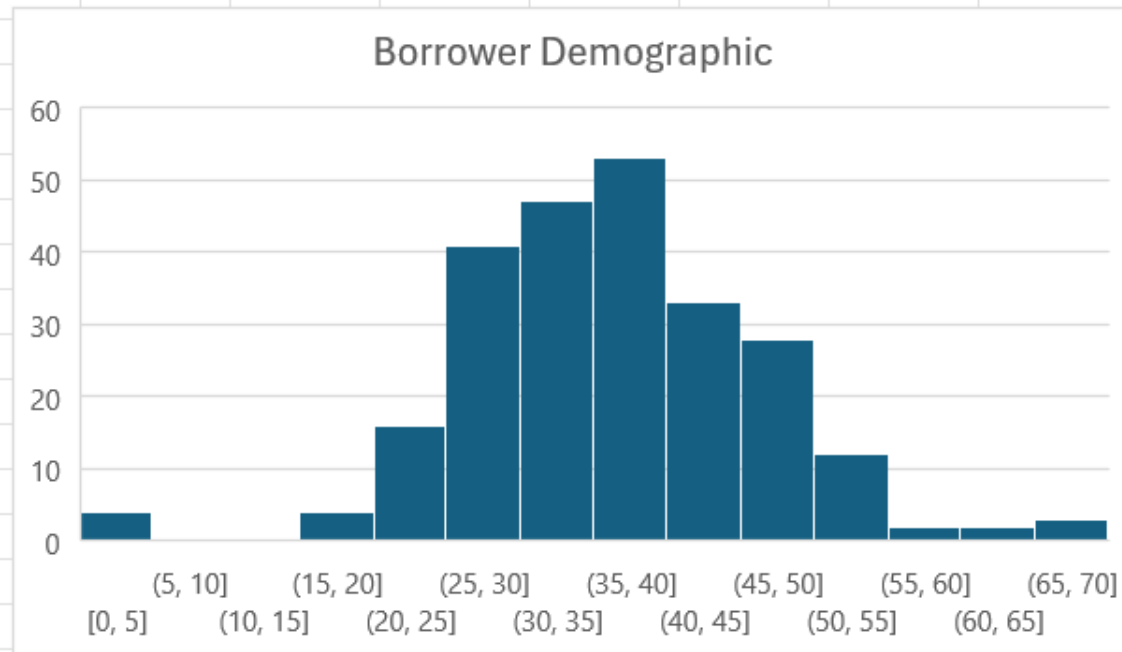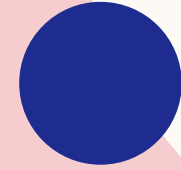 - Mentored by Dave Karr and Fabio Osorio

PROJECT

Scope/Goal:

- To provide better product suggestions to customers

- To improve marketing efforts

Work Results:

- Analyzed correlation between customer's age and item price

    - Examined close to 7000 various user entries

    - Created four correlations (age to spending)

- Identified the predominant age group of customers

- Formulated and ranked 8 unique data sets based on the most popular products

    - Beatmaking/Sampling, Guitarist, Synth/Keyboard, Recording/Producing
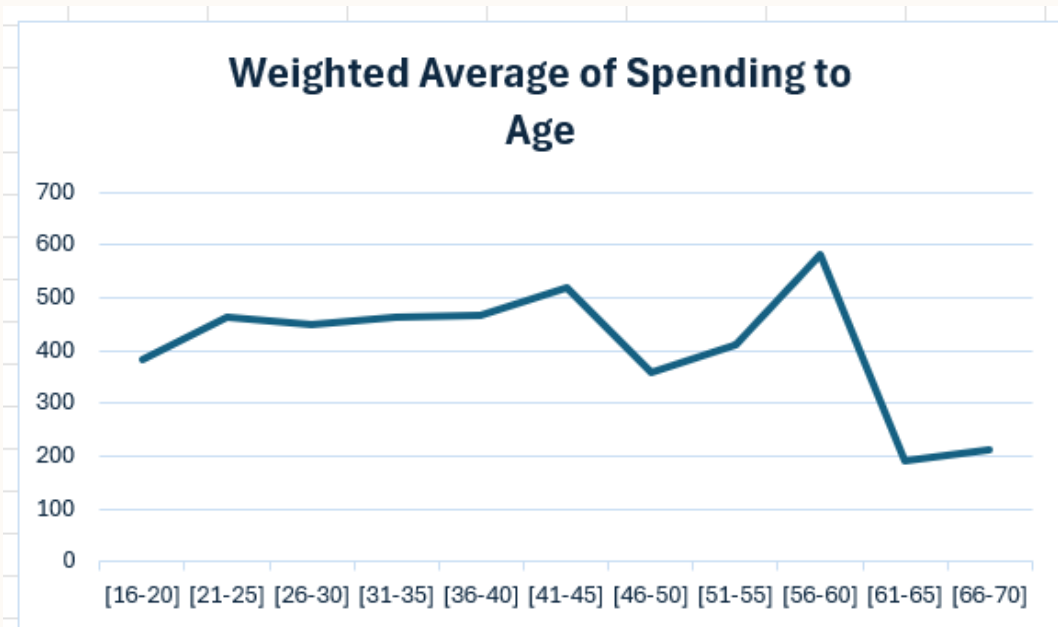
AVERAGE SPENDING - BORROWING

Borrow Customer Demographic Model
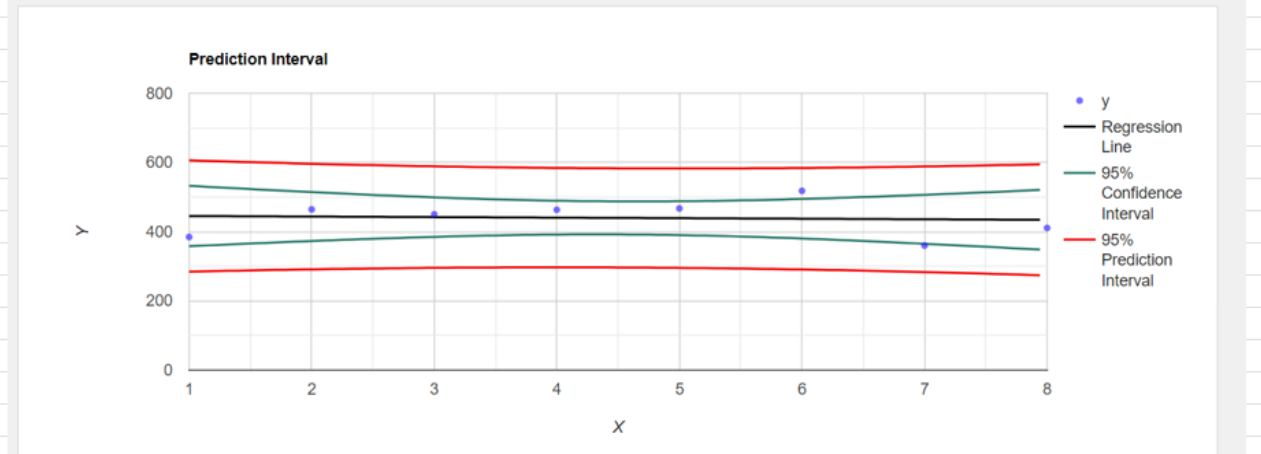

Customer Item Average Model

GROUP WEIGHTED AVERAGES - BUYING

Age Group Item Average Model

Data Confidence Model

TAKEAWAYS/NEW UNDERSTANDING

- Provided insight into the many aspects of a startup company
- Learned about the various careers that Data Science offers
- Self-Learning/Online Resources - (Excel)
- Understood the Value of Data
- Improved my time management by setting a work schedule
- Improved my communication skills

THANK YOU!