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# Daffodil International University

Faculty of Science & Information Technology
Department of Software Engineering
Class Test: 01
Course Code: DS331; Course Title:Introduction to Data Science, Data Analysis and Data Management

**Student ID:** **Section:**

**Total Marks**

| | | |
|---|---|---|
| A telecom company is losing many customers every month. The company has customer data such as call duration, internet usage, monthly bill, payment history, complaints, and service plan. The company wants to use data science to predict which customers may leave the service so that it can take early action. | | |
| 1. | Analyze the given scenario and develop a structured data science workflow that shows how the telecom company can transform raw customer data into a predictive system for identifying customers who are likely to leave the service. | **[Marks-10]** |
| 2. | Describe the data collection process in a data science project, and explain the concept of multimodal data with suitable examples. | **[Marks-5]** |

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