TheAnalyticsTeam

Sprocket Central Pty Ltd

Data analytics approach

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Agenda

1. Introduction
2. Data Exploration
3. Model Development
4. Interpretation

Introduction

The main goal is to find which people to target from the new list of customers

In order to do that we need to do the following :
- Replacing the categorical data with numerical data
- Find what attributes have a significant relation
- Make plots

Data Exploration

In this stage we need to do the following tasks:

- Examine the distribution of some values like age and any other continuous attributes by plotting histograms
- Represnting the categorical data with barplots
- Varibale identification
- Dealing with the missing values and the outlies

Model Development

Preparing the model and applying the Machine Learning algorithms

- Encoding the categorical data
- Splitting the data for the training and testing set
- Applying various classification algorithms and choosing the best one

Interpretation

Results interpretation

Visualizing the results and how we benefit from them and provide our recommendations