Bellevue University

Dsc650

Assignment 2.1 Portfolio

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ReadMe and Project List

# List of Projects

* Image classification
* Anomaly detection
* Walmart customer segmentation
* Predict T-Mobile sales 2021
* Predict number of unemployment rates for 2021
* Predict government breaches for 2021
* Predict number of gas and oil industries that will close 2021
* Predict number of corona babies born in 2021
* Pharmacy sales predictions for 2021
* Gas and oil jobs

Anomaly Detection Readme

Anomaly detection is known as outlier detection, and they assist in identifying suspicious, rare items, and events. The outliers are examined to see why they are more different versus the less rare items. Anomaly detection can be used in all domains to help detect if the rare information is issues in healthcare, fraud at the banks, businesses, malfunctions, errors, etc. All data points should be examined to see if they are normal or abnormal [2]. The graph below is an example of a x and y two-dimensional data. Using the x and y axis graphs, allows the audience and to view any skewness. The skewness will show normal data grouped together, and outliers would be seen separated and farther distance from grouped data.

Walmart Customer Segmentation ReadMe

The Walmart segmentation involves strategy to increase their profit. The strategic plan divides population among some groups with similar characteristics. Walmart uses a mono-segment kind of accordingly and positioning. Walmart prefer to target customers that are younger in age versus the older customers. Walmart selects people of all ages but prefers younger customers to be their focal point [1]. Walmart attracts their millennial customers by using multiple social media channels that are integrated with their marketing strategies.

References

[[1]](https://research-methodology.net/walmart-segmentation-targeting-and-positioning/" \l "_ftnref1) Boxall, A. (2015) “Walmart shifts away from print advertising and towards mobile to better target Millennials” Moby Affiliates, Available at: <http://www.mobyaffiliates.com/blog/walmart-shifts-away-from-print-advertising-and-towards-mobile-to-better-target-millennials/>

[2] Flovik, V. (2018). How to use Machine Learning for Anomaly Detection and Condition monitoring. Retrieved from https://towardsdatascience.com/how-to-use-machine-learning-for-anomaly-detection-and-condition-monitoring-6742f82900d7#:~:text=Anomaly%20detection%20Anomaly%20detection%20%28or%20outlier%20detection%29%20is,differing%20significantly%20from%20the%20majority%20of%20the%20data