

# Presentation on Marketing Strategies

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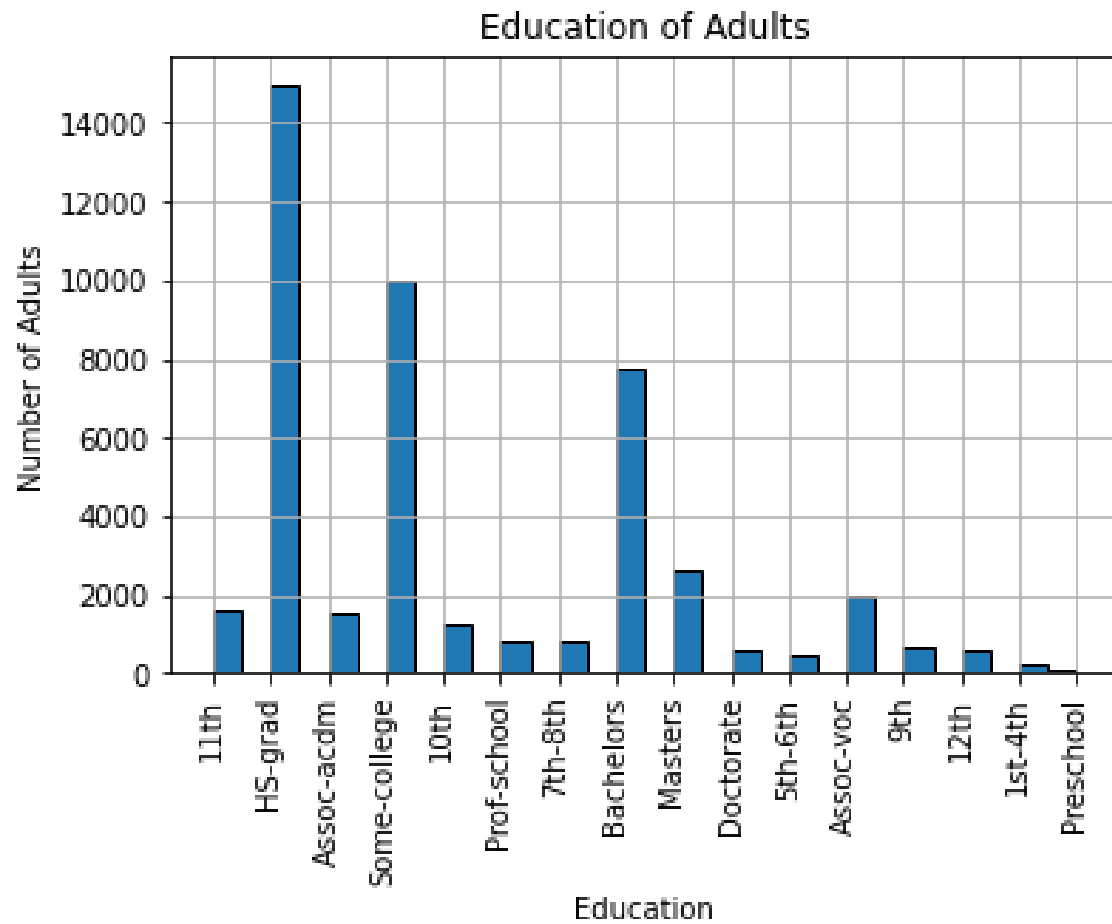
# Stakeholder

- ▶ Our stakeholder is an automotive manufacturing company that wants to expand its marketing in order to increase sales on its latest model.
- ▶ Previous analysis of company data shows that individuals who make over \$50000 a year are significantly more likely to purchase the model in question.
- ▶ Current objective is to make a model that can predict an individual's annual salary

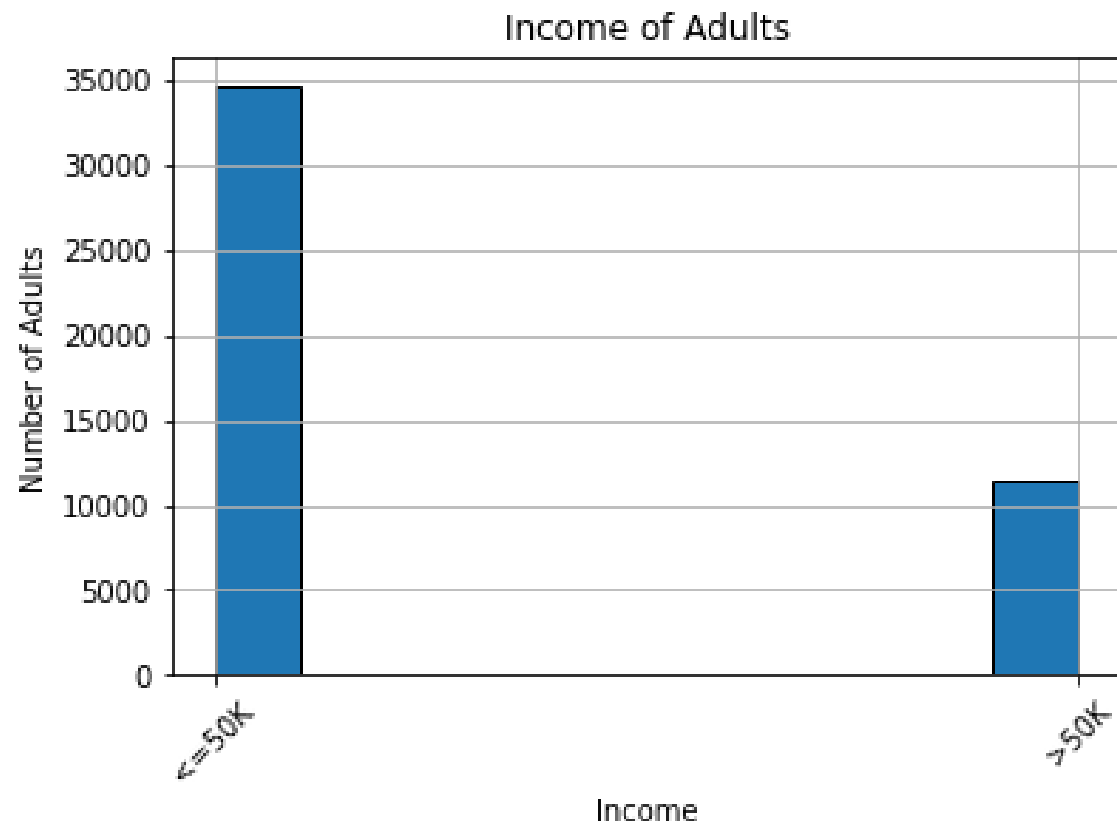
# Data Introduction

- ▶ A few of the inputs used to predict the income are as follows
- ▶ Age
- ▶ Educational level
- ▶ Hours worked per week
- ▶ Marital Status

# Visuals



# Visuals cont.



# Model Details

- ▶ Strengths include predicting 93% of the individuals that don't make over 50k per year
- ▶ Weaknesses include only 53% of the individuals making over 50k per year being predicted
- ▶ If the marketing budget is an issue for any reason, this may be a good model to ensure that only the target demographic is being reached. However, it might be a better idea to collect data on different features or adjust the target threshold to get more accurate results

