**(Business Data Analytics Project title in 24 pt font)**

**Nguyen Quang Anh**

Dissertation submitted to International Business School

for the partial fulfilment of the requirement for the degree of

MASTER OF SCIENCE IN IT FOR BUSINESS DATA ANALYTICS

<May, 2025>

**DECLARATION**

This dissertation is a product of my own work and is the result of nothing done in collaboration.

*I consent to International Business School’s free use including/excluding online reproduction, including/excluding electronically, and including/excluding adaptation for teaching and education activities of any whole or part item of this dissertation.*

(Student signature)

Nguyen Quang Anh

Word length: ##,### words

Executive Summary

Table of Contents

[Introduction 5](#_Toc194956634)

[Literature 6](#_Toc194956635)

[Methods 7](#_Toc194956636)

[EDA 8](#_Toc194956637)

[Algorithms and models 9](#_Toc194956638)

[Result analysis 10](#_Toc194956639)

[Recommendations 11](#_Toc194956640)

[Conclusion 12](#_Toc194956641)

[List of references 13](#_Toc194956642)

[Appendix 14](#_Toc194956643)

Introduction

Literature

Methods

EDA

Algorithms and models

Result analysis

Recommendations

Conclusion

List of references

Appendix