Data Collection and Preprocessing Phase

Date	15 July 2024
Team ID	739844
Project Title	Market Segmentation Analysis
Maximum Marks	2 Marks

Data Collection Plan & Raw Data Sources Identification Template

Elevate your data strategy with the Data Collection plan and the Raw Data Sources report, ensuring meticulous data curation and integrity for informed decision-making in every analysis and decision-making endeavor.

Data Collection Plan Template

Section	Description
Project Overview	Market segmentation analysis involves dividing a broad market into sub-groups based on shared characteristics like demographics, geography, psychographics, and behavior. This process includes setting objectives, collecting and analyzing data, identifying distinct segments, and developing detailed profiles for each. Target segments are chosen based on their potential, and tailored marketing strategies are implemented. Continuous monitoring and evaluation ensure the effectiveness of these strategies, allowing businesses to better meet the needs of their target markets and optimize resource allocation.

Data Collection Plan	Search for the data related to market segmentation analysis on McDonald's data
Raw Data Sources Identified	The raw data source for this project includes dataset obtained from kaggle,it is popular platfom for data science competition and repositories.The provided data represent a sample a subset of the collected information ,encompassing variable such as yummy,convenient,spicy,gender,like,greasy,visitfrequency, disgusting,tasty,healthy,cheap,expensive,age,fast and fattening details for machine learning analysis

Raw Data Sources Template

Source Name	Description	Location/URL	Format	Size	Access Permissions
Kaggle Dataset	The dataset provide details about MCDonald's such as yummy,convenient,spicy, gender,like,greasy,visitfrequency, disgusting,tasty,healthy,cheap,expensive,age,fast and fattening	https://homepage.boku.ac.at/leisch/MSA/datasets/mcdonalds.csv	CSV	94 KB	Public