Project Proposal

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1. **Business Problems and the repsective performance measure and outcome.**
    a. Retail analysis with Walmart Sales Data: we aim to measure the sales level of different Walmart stores across the United States and how it is correlated with various levels of the setup of stores.
    b. Signiture Basketball Shoes Sales Analysis: We wish to find out what factors would impact the annual sales of different basketball signature shoes. This analysis will help sports companies choose the basketball player that will generate the most revenue from collaboration.
    c. Acceptance rate of Boston University: We want to determine what factors would affect the percentage of students that got an offer from BU that eventually accepted the offer. We will be analyzing how BU can control different levels that would impact the acceptance rate.
    d. Ubisoft Website design to increase conversion rate: We aim to experiment with how different designs and setups of the Ubisoft website will affect the percentage of customers that click on the website to make a purchase. And how the company can utilize the different levels of design to increase customer conversion rates.

2. **Levels and factors that impact the performance measures.(**Possible Data Source)
    a. **Retail analysis**
        i. Temperature/season (20-40 40-60 60-80 80-100 or Spring Summer Autumn Winter)
        ii. Whether the week is a special holiday week(Yes(1), No(0))
        iii. Unemployment rate(4%-6%,6%-8%,8%-10%,10%-12%)
        iv. CPI(100-150,150-200,200-250,250-300)
        v. Fuel price(2-2.5,2.5-3,3.5-4)
        vi. Daylight hours (<8,8-10,>10)
        vii. Geographic region of stores(Northeast, Southwest, West, Southeast, and Midwest)
        viii. Shelf space percentages (50% of the floor area, 60%, 70%, 80%, 90%)
    b. **Signature Basketball Sneakers Sales Analysis**
        i. Position of the respective player on court (Guards, Forwards, Center)

ii. Number of Instagram followers respective player have (1M<=# followers<50M,50m<=#followers<100M, #>=00)
iii. Brand of the shoes (Air Jordan, Nike, Adidas, etc)
iv. Average point per game or other key performance matrix

c. Acceptance rate of Boston University

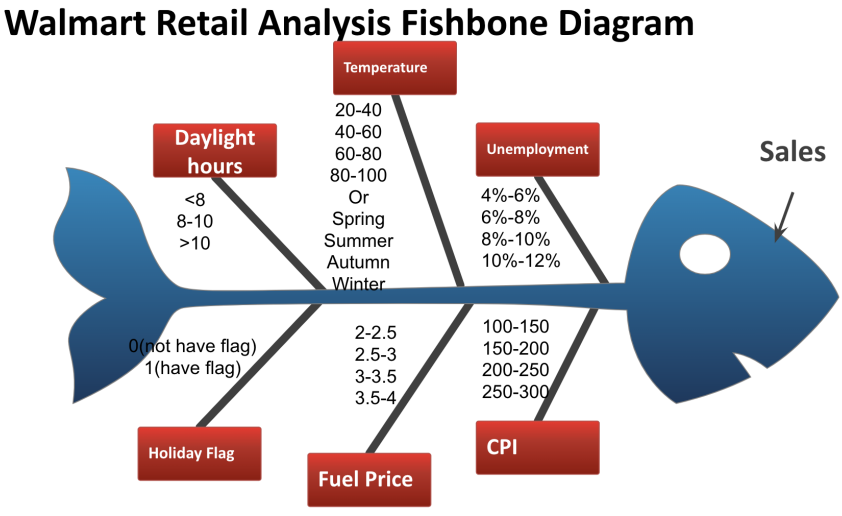
i. Financial Aid (Scholership, loans, student work opportunities, tuition benefit, veterans benefits)
ii. Tuition and Fee (Constant, -5%, +5%, etc.)
iii. Employment rate after graduation
iv. Dorm Type (Apartment, Dorm)

d. Ubisoft Website design to increase conversion rate

i. Font changes (Large fonts, medium fonts, low fonts)
ii. Numbers of pages on the transaction site (<2, 2< x < 4, x >= 4)
iii. Numbers of purchase options (only standard edition, standard + premium editions, standard + premium + fonder editions)
iv. Steps taken to complete the transaction (1[express checkout option], 2, 3)

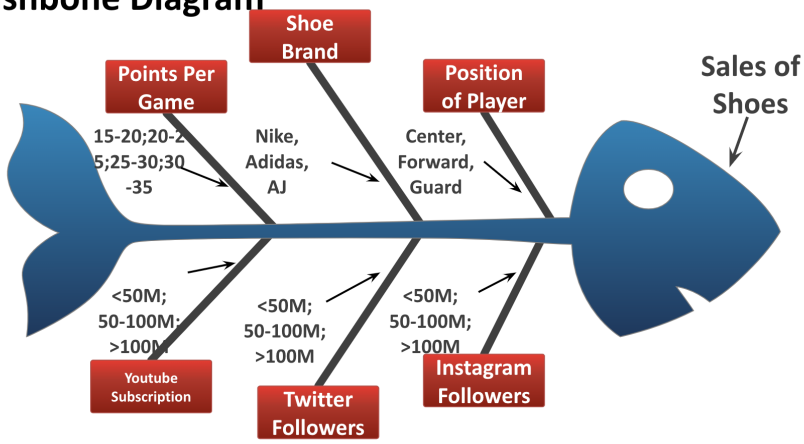
3. For each problem you defined above, using a fishbone diagram, visualize your performance measure and causes (factors). This means that you will present two separate fishbone diagrams.

a. Retail analysis

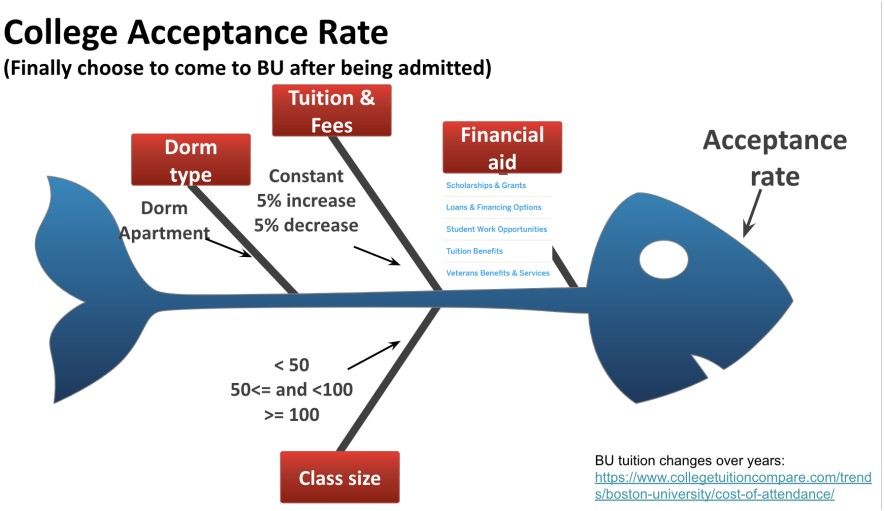


b. Signature Basketball Sneakers Sales Analysis

(Signature) Basketball Sneakers Sales Analysis Fishbone Diagram



c. Acceptance rate of Boston University



d. Ubisoft Website design to increase conversion rate