

# MA678 Final Project Proposal

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## Personal Statement

My personal career goal is to become a data engineer in the fin-tech industry. I am committed to playing a pivotal role in transforming vast data into actionable insights. My final project project, centered on fintech user data analysis, marks a significant milestone on this journey. It not only aligns with my professional objectives but also serves as a practical platform to hone my skills in data manipulation, analysis, and interpretation within the context of fintech. Through this project, I aim to delve into the nuanced user behaviors and trends that drive financial technology services, equipping myself with the indispensable expertise to innovate and enhance data-driven decision-making in the fintech sector. In Fin-tech companies, it is an important daily task to analyze the user behavior and cycles of high-net-worth users to improve users' repurchase rate and retention rate.

## Question

In this project i'm gonna to answer the following questions.

1. Organize user behavior into variables. What characteristics and preferences of users can these variables reflect?
2. What are the behavioral characteristics and preferences of high net worth users?
3. What is the relationship between the user's repurchase rate and these user behaviors?

## The data source

The data is from Kaggle: <https://www.kaggle.com/datasets/niketdheeryan/fintech-users-data>

## Proposed Timeline of work

- EDA: Dec 6th
- Data Processing: Dec 8th
- Modeling and Validation: Dec 10th
- Write up: Dec 11st