

The District Company

Status Report: 2

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Problem Background

Problem Statement

The problem presented by The District Company is to use data analytics to inform their marketing strategies.

What is the Problem?

The District Company wants us to figure out the correlation between concession sales and their consumers.

Why is the Problem Important to the Client?

This is an important problem to the company because it will allow the company to make important business decisions based on the data to maximize profit.