The District Company
Status Report: 1

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Team Structure

Team Name

Mathematicians in District

Job Titles

Developvers: Brian, Connor, Megan, and Bella
Modelers: Brian, Connor, Megan, and Bella
Coordinator: Bella

Problem Statement

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

What does the Company Do?

The District Company provides a unique environment for gamers of all ages in a social setting. They focus on all types of games including board games, card games, or console games in a competitive or friendly manner.

What is the Problem?

The District Company has given us the problem to inform them about best marketing strategies for their specific events. They would like to use these marketing strategies to figure out which customers would be best geared for their certain events, therefore getting a maximum return.

Why is the Problem Important to the Client?

This is an important problem to the company because if the data is used correctly to find good marketing strategies for each set of customers, The District Company will get a maximum return and a higher profit.

What are the Expectations?

We believe that the company would like to see some models of a linear regression showing what marketing strategies would be best for them. We believe they would also like to see a report on our findings.