EECS 731 Project 1 – Data Explorer

9/7/2020

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For this project, I choose data sets related to the fast food industry. The data sets demonstrate how many respondents in different age groups were willing to attend a given fast food restaurant during 2017 and 2018. The combination of these data sets would allow a company to determine how the attendance to their business has been affected by particular offers, changes to menu options, or marketing strategies. As well as, allow restaurants to determine which age demographic should potentially be targeted with future marketing campaigns.