

A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light greenish-blue. They are positioned diagonally, with the blue one partially covering the green one.

Dolphyn Small Business Insights: Preprocessing with Ease

Georgia Channing, Harry Channing, Shannon
Hall, and Owen Queen



Intro

- Attempting to design a robust and easily understandable system that guides users through the data-leverage and model generation process
- Main market will be small-medium businesses through the web
- Eventually will go from basic preprocessing steps to model construction and output
- Coding ability is generally a barrier to entry in the space. We hope to remove that



Customer Value

- Many small-medium business can't afford to people that are solely responsible for the analysis of data -- Businesses lacking such technically-savvy people are at a competitive disadvantage relative to the ones that do
- Our project will help small businesses with even the least technically knowledgeable staff to generate business insights with the data they have collected
- We will provide a robust system that walks clearly (and in a non-technical fashion) walks users through the processing and development of their data
- We will remove the terror and confusion that can come along with attempting to learn a new computer language

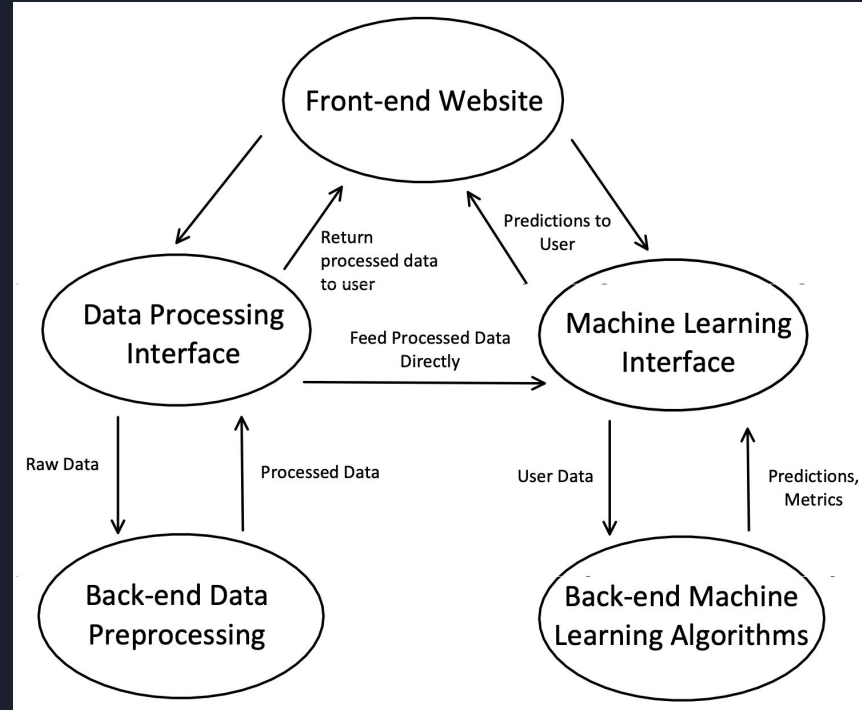
Technology

Backend:

- Python:
 - SciKit-Learn
 - TensorFlow
 - PyTorch
 - NumPy/Pandas

Frontend:

- Django



Team Schedule

- Iteration 1:
 - At least 1 preprocessing framework
 - Basic User Interaction
- Iteration 2:
 - Further implementation of processing techniques
 - Development of classification framework - at least one
 - Improvement of GUI
- Iteration 3:
 - Cleaner/clearer GUI
 - Additional Techniques Added
- Final Iteration:
 - General improvements and bug fixes
 - Finished project

Week	Goals
2/7/21 - 2/13/21	- Create rough project proposal
2/14/21 - 2/20/21	- Finish up project proposal
2/21/21 - 2/27/21	- Establish web framework for development - Basic implementation of processing technique
2/28/21 - 3/6/21	- 3/04: Submit Iteration 1 Status Report - Implement at least one processing technique - Establish basic user interaction
3/7/21 - 3/13/21	- Further implementation of processing techniques - Developing machine learning framework
3/14/21 - 3/20/21	- 3/18: Submit Iteration 2 Status Report - Implement at least one classification algorithm
3/21/21 - 3/27/21	- Clean up and improve processing technique - Add processing techniques - Add machine learning tools
3/28/21 - 4/3/21	- 4/01: Submit Iteration 3 Status Report - Clean up design, improve GUI
4/4/21 - 4/10/21	- Work towards final report, presentation - Test processing techniques - Improve and test GUI
4/11/21 - 4/17/21	- 4/15: Present Final Project - 4/15: Finish Final Report