

Marketing for Expedia

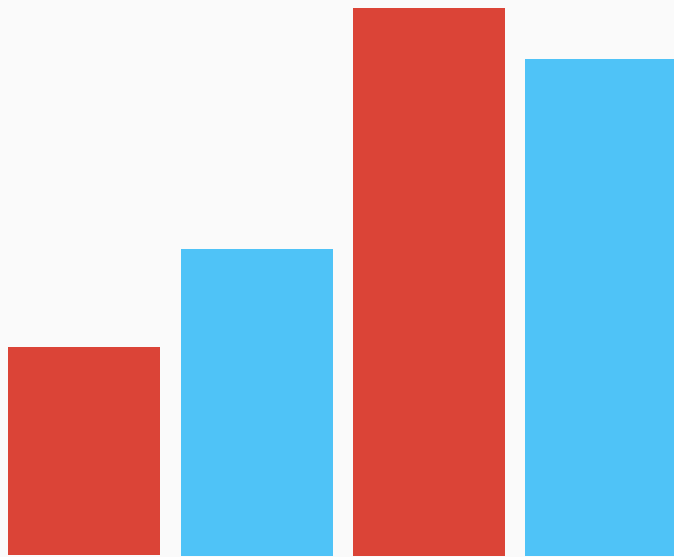
By Caillah Reed



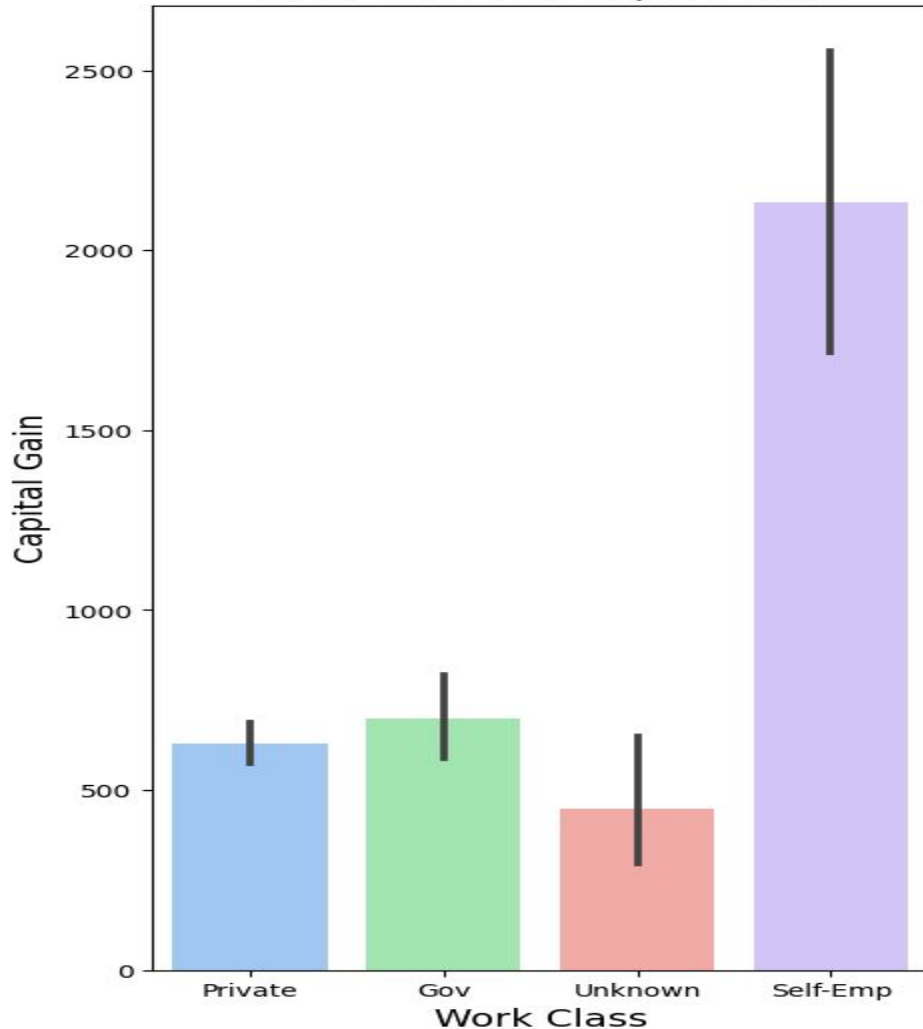
The Data

My data contains the information of canadian individuals personal information to predict income. For more information please click [here](#).

- This dataset named “adult” is found in the UCI machine learning repository site
- Data received 05/19/96 and last updated 8 October 1996

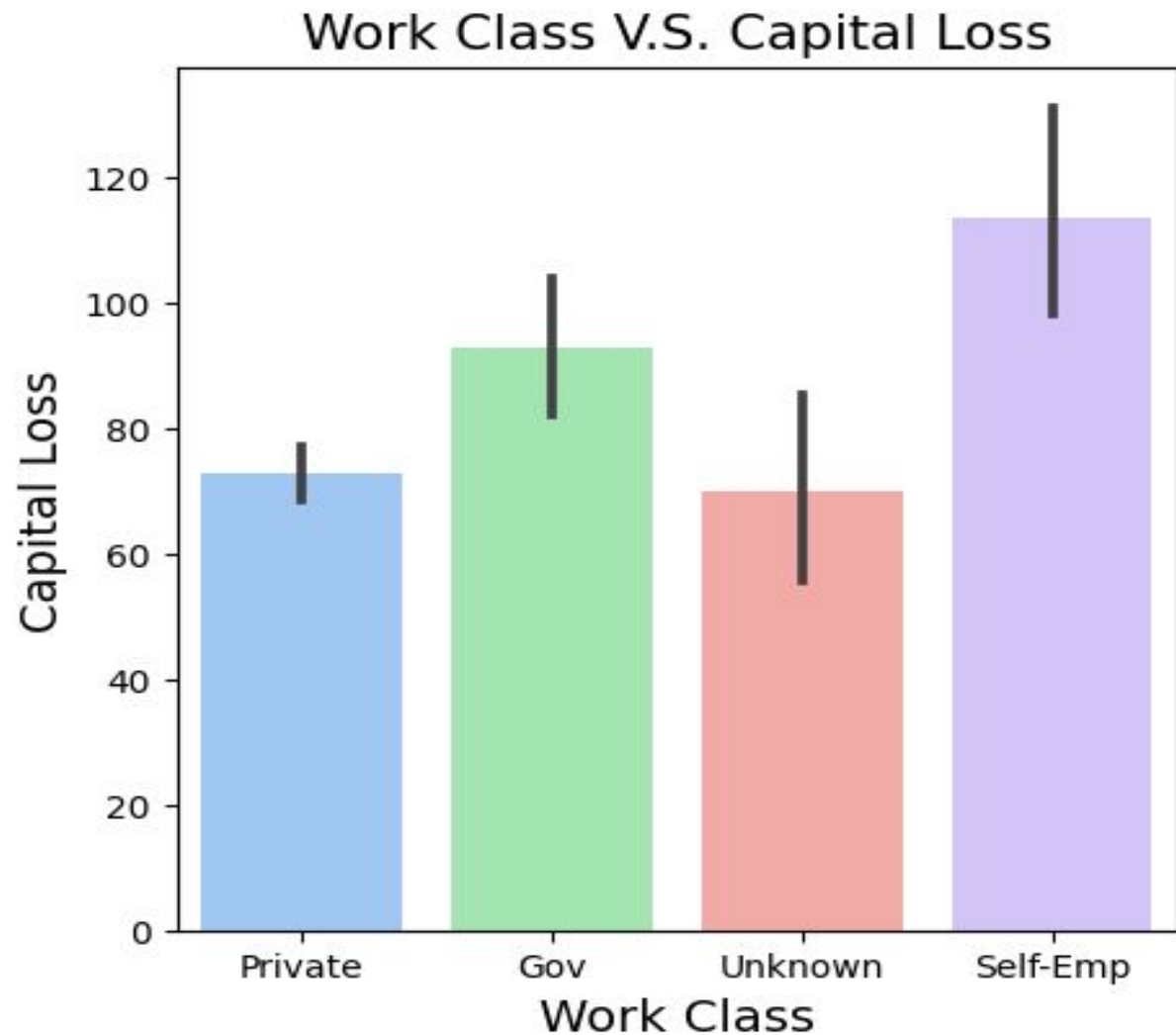


Work Class V.S. Capital Gain



This graph indicates that self-employed peoples make the most capital gain (profit) at around 2300 canadian dollars. Which means more expendable money for other things that they enjoy.

This graph shows the working class with the highest (Self-employed) and lowest capital loss (unknown)



Strengths and Limitations

Strengths: My model has a 88% accuracy, which is 4% higher than the other model tested.

Limitations: Medium amount of false negatives and low amount of false positive in the model

Affects: FN means some predictions may come out as >50k when indeed the group has more than. Although there is a higher chance of this happening compared to false positives. False positives are also possible. FP means that the model predicted <50k but they actually have less

25%

There is a 25% imbalance of people who have more than (and less) than 50k in income. We have more people in our data with higher than 50k income.

Recommendation

I recommend using the Random Forest model and going over a variety of graphs that further exert my research in trends within different kinds of occupations, workclass, education level (which contributes to more money), and more. Here you can make a defined decision on what kinds of groups to market vacation packages for based on common backgrounds.

-continuously update



A high-angle, dark photograph of three people sitting on a wooden deck. The text "Thank You" is overlaid in white. The people are sitting on a dark, circular mat. One person is wearing a light blue shirt and a red wristband. Another person is wearing a patterned shirt. A third person is wearing a striped shirt. There are some items on the deck, including a green flip-flop and a light blue bag.

Thank You