**Team Members:** Mark Clayton, Brett McCabe, Cameron Lukos, Allison Gibbons

**Datasets:**

<https://www.wisdomaxis.com/technology/software/tableau/sample-data/>

**Helpful Links:**

<https://towardsdatascience.com/customer-segmentation-with-machine-learning-a0ac8c3d4d84>

**Project Proposal:**

We have been hired by a medium-sized company to determine how to best organize their customers and products to generate the highest sales and profit.

**Questions:**

* What are the best segments or tiers that each customer will fall into?
  + K-means ML
* How can we categorize products to maximize profits?
  + K-means ML
* How to develop a pricing strategy and tactics?
* Locations of our customers (Mapping leaflet)

**Tasks:**

* Find Data Source: All
* Pull data and clean/normalize: Allison
* Create Data model: Brett/Cameron
* Optimize Data Model: Brett/Cameron
* GitHub documentation: All (<https://github.com/ClaytonsCreations/Project-4>)
* Analysis: All – in-class
* Visualizations: All
  + Leaflet: Cameron
* Develop HTML: Mark
* Host an application in Heroku: Mark
  + Team Intro
  + Data Sources
  + How we cleaned and normalized data
  + Machine Learning
    - Can we use the HTML sites as the presentation, or do we need separate slides?