

Visitation Prediction Project Proposal

Proprietary +
Confidential

Objective

Maximize Black Friday profit by identifying high-value demographics for targeted promotions and build a recommendation model predicting customer preferences from spending habits to drive repeat purchases and personalisation

Planning and Analyzing stages

Milestone	Tasks	Outcome/Deliverables	Estimated Time
Milestone 1	<ul style="list-style-type: none">Outline project workflowGather data from various sourcesInitial data profilingIdentify software/hardware needs	<ul style="list-style-type: none">Stakeholders updated	1–2 weeks
Milestone 2	<ul style="list-style-type: none">Clean, convert, and format dataSummarize data information	<ul style="list-style-type: none">Data ready for modelingStakeholders updated	2–3 weeks

Constructing and Executing stages

Milestone 3	<ul style="list-style-type: none">Finalize modeling strategiesBuild machine learning modelsTest models for accuracy	<ul style="list-style-type: none">Machine learning modelStakeholders updated	4 weeks
Milestone 4	<ul style="list-style-type: none">Finalize resultsShare findings with stakeholdersIncorporate feedback	<ul style="list-style-type: none">VisualizationsExecutive summaryResults	3 weeks