Project Overview

In this project, you will analyze a business problem in the mail-order catalog business. You're tasked with predicting how much money your company can expect to earn from sending out a catalog to new customers. This task will involve building the model and applying the results in order to provide a recommendation to management.

How do I Complete this Project?

This project uses skills learned throughout our "Problem Solving with Advanced Analytics" course. To complete this project:

- Go through the course.
- Apply the skills learned in the course to solve the business problem given in the project details section.
- Use our guidelines and rubric to help build your project.
- When you're ready, submit it to us for review using the submission template found in the supporting materials section.

Note: Depending on your experience, you may not need to take the whole course to complete this project.

Skills Required

In order to complete this project, you must be able to:

- Build a **linear regression model** and apply the results to a business problem.

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