Supporting Materials

Review

Use the **project rubric** to review your project. If you are happy with your submission, then you're ready to submit your project. If you see room for improvement, keep working to improve your project.

Submission Template

Use the submission template to submit your project. Make a copy and the google doc, fill it out, save it as a PDF, and submit the PDF in the next section.

SUBMISSION TEMPLATE

Data

p1-customers.xlsx - This dataset includes the following information on about 2,300 customers.
Important: You should build your model on this dataset and not *p1-mailinglist.xlsx*.

p1-mailinglist.xlsx - This dataset is the 250 customers that you need to predict sales. This is the list of customers that the company would send a catalog to. Use this dataset to estimate how much revenue the company can expect if they send out the catalog. It includes all of the fields from P1_Customers.xlsx except for *Responded_to_Last_Catalog*. It also includes two additional variables.

- Score_No: The probability that the customer WILL NOT respond to the catalog and not make a purchase.
- Score_Yes: The probability that the customer WILL respond to the catalog and make a purchase.

Hint: We want to calculate the expected revenue from these 250 people in order to get expected profit. This means we need to multiply the probability that a person will buy our catalog as well. For example, if a customer were to buy from us, we predict this customer will buy $450 worth of products. At a 30% chance that this person will actually buy from us, we can expect revenue to be $450 x 30% = $135.

To Download Files below please right click on the link and select "Save Link As"

Supporting Materials

- Mailing List
- Last Year's Customers
- All Project Files