



PROJECT

Predicting Catalog Demand

A part of the Business Analyst Nanodegree Program

PROJECT REVIEW

ANNOTATIONS 1

NOTES

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Meets Specifications

Kudos ! I think you've done a perfect job of Predicting Catalog Demand. It's very clear that you have a good understanding of the basics. Keep improving and keep learning.

Business and Data Understanding

The section is written clearly and is concise. The section is written in less than 500 words.

All following questions have been answered:

- What decisions need to be made?
- What data is needed to inform those decisions?

Analysis, Modeling, and Validation

The section is written clearly and is concise. The section is written in less than 500 words.

Each predictor variable is shown to have a linear relationship between the target variable whenever appropriate.

Each predictor variable should be significant (p-value ≤ 0.05)

p-values and R-squared values are used to justify how well the linear model works.

The regression equation given is correct. Each coefficient should have up to 2 digits after the decimal figures (ex: 1.28).

Presentation/Visualization

The section is written clearly and is concise. The section is written in less than 500 words.

All questions have been answered and the recommendations are well justified.

- What is your recommendation?
- How did you come up with your recommendation?
- What is the expected profit from the new catalog (assuming the catalog is sent to these 250 customers)?

The profit calculation is correct.

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