**Capstone Project Proposal**

By Daniel R. Poston

1. **What is the problem you want to solve?**

Leaving money on the table is a problem most companies try to avoid. It’s an issue that presents itself to business in many forms. As a business gains more customers it can become increasingly difficult to determine which of them are likely to order more products, and why. Our focus will be on maximizing revenue from current customers who are likely to make additional purchases.

1. **Who is your client and why do they care about this problem? In other words, what will your client DO or DECIDE based on your analysis that they wouldn’t have otherwise?**

My client is StandDesk, Inc. They manufacture the most cost effective automatic height adjustable desks on the market ([Receive a $50 discount by ordering here!](http://go.standdesk.co/dT8sl)). After raising over $800,000 on Kickstarter in 2014, they quickly began taking orders from businesses who were trying to create a healthier workspace for their employees. For a lean startup like StandDesk, it can become increasingly difficult to maximize revenue from a rapidly expanding business customer base without utilizing a laser like focus of marketing and sales resources on the right customers at the right times. We will attempt to determine which customers to focus on, and why.

1. **What data are you going to use for this? How will you acquire this data?**

The data will be downloaded from StandDesk’s CRM which contains the information related to interactions between StandDesk and their customers as well as their customers’ demographic information. Data will also be downloaded from Shopify which contains information related to purchases from StandDesk’s customers.

1. **In brief, outline your approach to solving this problem (knowing that this might change later).**

Once all the data is downloaded, I will tidy the data and aggregate it based on the customer’s domain name. A model will then be built to create projections of each customer’s total revenue.

1. **What are your deliverables? Typically, this would include code, along with a paper and/or a slide deck.**

Deliverables will include the R code and a slide deck for presenting and explaining the findings. A spreadsheet with each customer ranked from highest priority of focus to lowest priority will be included as well.