
CAPSTONE PROJECT

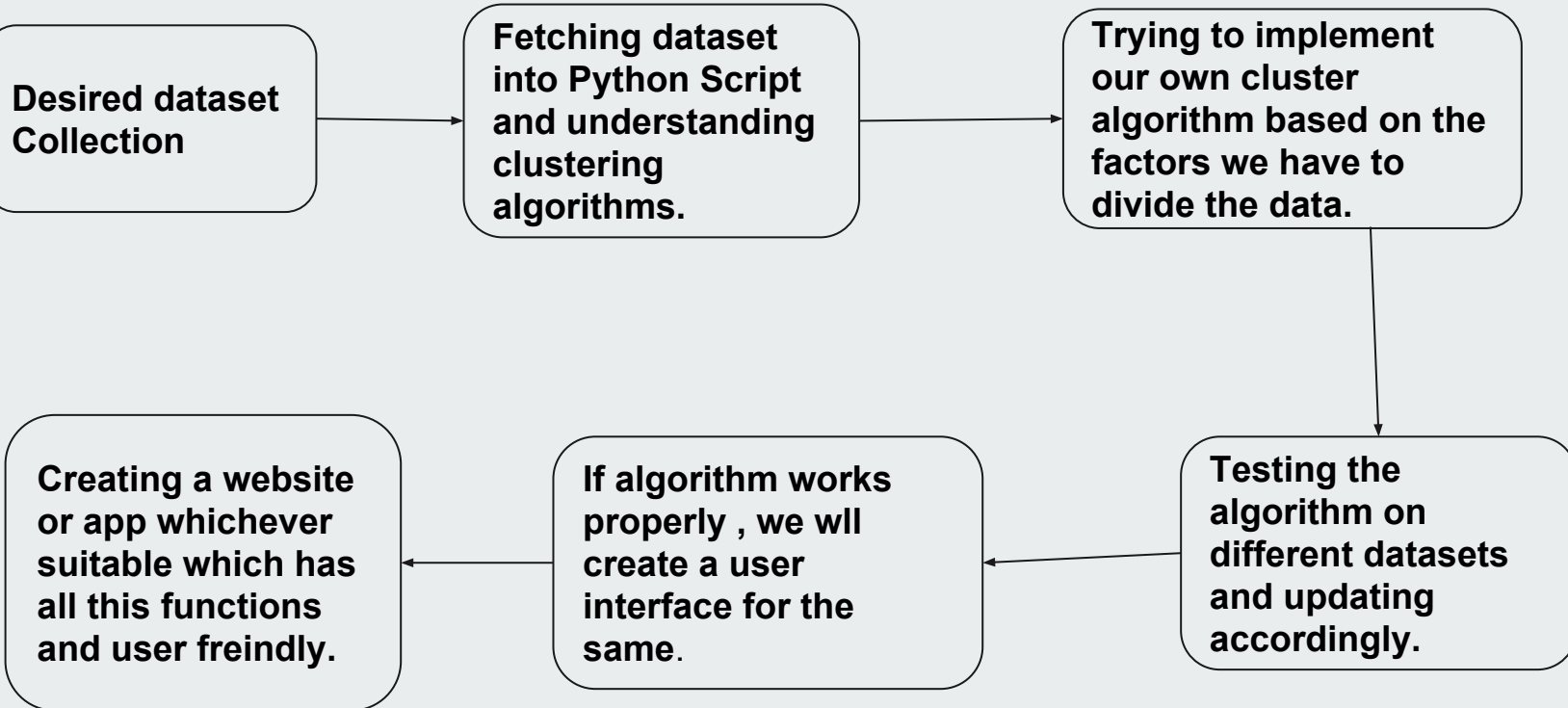
ML FOR ADVERTISING IN DIFFERENT
ZONES TO TARGET CUSTOMERS

Project Description



- This project aims to analyse given data set (A dataset of a business organisation including the details of their sales of different products over past few years) and cluster the data based upon the factors such as interest of customer , location , season etc
- Using machine learning algorithms to cluster data which would help any organization to target their customer on large scale.

Workflow



Roles and Responsibilities



Abhijit Singh	U101116FCS002 C-2	abhijitb.singh@st .niituniversity.in	8368629740, 8233185160	Data preprocessing
Aman Khandelwal	U101116FCS007 C-2	aman.khandelwal @st.niituniversity .in	7073435130	Implementation of Algorithm
Chinju Mary George	U101116FCS025 C-2	chinjum.george@ st.niituniversity.i n	9558142797	Implementation of Algorithm
Gaurav Mundhra	U101116FCS037 C-3	gaurav.m@st.niit university.in	7737891622	Implementation of Algorithm
Shashwat Shah	U101116FCS112 C-4	shashwatm.shah @st.niituniversity .in	9893909394	Website Development

Project Scope



- This project have a wide scope in business market if implemented correctly.
- The outcome will give organisation a realistic model to marketing team helping them to advertise correctly for better sale of products in a quick short time using their own data.
- It would give a assured probability of earning by which the risk factor in investing will be reduced.

Tools used



- PyCharm
- Anaconda
- MongoDB
- Docker
- GitHub
- Jenkins

ROAD MAP

February

1. PPT submission on project plan and roadmap (7th FEB)
2. Collecting dataset for different business organisation with all details for sale of a product from advertisement companies and surveys and sorting them under different zones altogether (7th FEB-15th FEB)
3. Study clustering algorithms useful for this project.

March

1. Implementing our algorithm based on the factors we want to analyse data.
1. Testing and editing algorithms with different data set according till the optimal outcome is retrieved.

April

1. Developing a user friendly interface with all the functions build in it , a android app or a website.

Final Deliverables



- A user friendly app or a website is our aimed product with implementing algorithms in back end to analyse and cluster data in our desired format.
- And front end which will show understandable outcome based on the analysis for a particular organisation.



Thank You!