Data Collection and Preprocessing Phase

Date	4th July 2024
Team ID	739794
Project Title	Cost Prediction of Acquiring a Customer.
Maximum Marks	2 Marks

Data Collection Plan & Raw Data Sources Identification Template

Elevate your data strategy with the Data Collection plan and the Raw Data Sources report, ensuring meticulous data curation and integrity for informed decision-making in every analysis and decision-making endeavor.

Data Collection Plan Template

Section	Description
Project Overview	Businesses looking to maximize their marketing and sales tactics in a competitive market must be able to predict the cost of acquiring a client (CAC). In this process, the amount of money needed to turn a prospective lead into a paying client is estimated. This amount includes costs for sales, marketing, and advertising. With accurate CAC prediction, businesses may improve return on investment (ROI) by making well-informed decisions about client segmentation, pricing strategies, and budget allocation.
Data Collection Plan	• Search for datasets related to Customer Acquisition Cost. • Prioritize datasets with diverse demographic information.
Raw Data Sources Identified	The raw data sources for this project include datasets obtained from Kaggle & UCI, the popular platforms for data science competitions and repositories. The provided sample data represents a subset of

	the collected information.

Raw Data Sources Template

Source Name	Description	Location/URL	Format	Size	Access Permissions
Kaggle Dataset	This dataset consists of various parameters like store city, food category, food family etc which deteremine the cost.	https:// www.kaggle.com/ datasets/ ramjasmaurya/ medias-cost-prediction-in-foodmart? select=media+pre diction+and+its+c ost.csv	CSV	16 MB	Public