2-2 Final Project Milestone One

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**Introduction: Business Problem**

Prior to the business channels, why has the sales flattened and diminished from the historical past of two years from the Bubba Gump Shrimp Company?

From the Bubba Gump Shrimp Company, I see it has faced difficulties within sales. Although, I have seen it spike up high in the historical past in sales when the famous name “Bubba Gump” was announced in the movie Forrest Gump and created a great contribution for customers’ interest to come close to the company’s product. Now, it seems that within the past years the company has struggled to make profit in revenue from sales. However, if the sales rate in making profit continues to flatten, then it will lead the company to bankruptcy or into a small business to be ranked throughout nationwide.

**Introduction: Analytical Method**

From this issue, I will apply a method called “Cluster Analysis” along combining it with feedback given from five hundred clients which acquire information that may be beneficial for the Bubba Gump Shrimp Company. Therefore, when using this analytical method would be an effort to attain portions of afforded data about its products which could reflect on gain and loss in sales, statistics, and being aware from the marketing profits from its diverse trades. As I continue using this analytical method, this can offer more data to better help in solving the reduction in sales. There could be a portion that may need more attention which is impacting sales, while this is going, we apply “K-means cluster” which we already know what portions we’ll be in use. As an advantage we would be able to analysis and check for different styles which could lead us to modify the number in clusters that we got, lest we find different discoveries as we proceed with our search.

**Types of Information to be Used**

Accessible Information:

* Retail Partner Sales
* Loyalty Program
* Five Hundred Feedback Surveys
* Online Sales
* Website Channels Performance
* Point of Service System

Non-Accessible Information:

* Client’s Evaluation
* Employee Wages
* Marketing Tactics
* Total Profits
* Third Party Appraising