# 3-2 Final Project Milestone Two

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**Data Mining Tools**

For the data mining tools, I’ll start by using the JMP to guide me as my key tool to strive into data mining. Also, I think it’s very useful and friendly whether information is being used in large- or small-scale amounts, this will organize it to its full potential ability to be used. However, the alternative tool that I would use is Microsoft Excel to organize large or small sums of data mining.

**Data Visuals**

On this kind of data, I’ll start to apply the Cluster Candle Charts which will enable for me to see the Cluster sets to relate them by its equal type. I think this will be my top option to utilize in a visual tool due to the neat and stacks the organized data where its manageable and easy to be understood.

**Research Question**

For the research question I know it should be, “What sets does it generates on its maximum or minimum in sales for the Bubba Gump Company?” Initially, I thought of a different question to reply which was “How come diverse channels of business have diminution on the previous two years?” Although, it was difficult for me to react to this question due to not enough information to track down where there isn’t a time frame. So, I started to focus on Bubba Gump’s Company where the strengths or weakness points in sales are. Which this could help me discern and understand from given feedback on what Bubba Gump company inefficiency to provide good sales and service.

**Research Measurement**

In conclusion, from my research question on reference being categorize to the minimum information trending supplied with the assumption of clusters which represent lowest client sales. Therefore, I’ll have to execute by measuring out the results given to resolve the problems in sales that are set on diverse groups. For measurement purposes, the future upcoming trends in sales will be able to reflect on the diversity and difference to determine how the sales have evolved.

**Follow-Up Question**

Prior to researching and preparing I tried to solve the major issue which is why sales tank and has a high rate in loss over the past two years. Furthermore, I will analyze in detail how the active trending is doing in each group. Either if it’s by age, gender or marital status for each client where I believe this could lead me to know more in depth about the trends in limited visits to the application, websites, and maybe other sub-contracted vendors with purchases. As I continue to analysis, this will enable me to catch up from these clusters the total increased sales as I mentioned in my earlier question and summarize the results.

**Research and Support**

As I start with my research and gather more information, I’ll apply what I get from online sources like articles, press releases, and great catalysts which provide sufficient data that has tanked the sales in the past. As I strive to look in depth, I know I will find more data that can lead me towards evidence and how sales percentage has flown and decreased in such amount of time in the past. The evidence will give me more data towards the diverse number of sales given in retail stores and third-party vendors around the nation. In support, these gathered resources from online websites and articles would give me more insights on a positive note by the famous known film called “Forest Gump” that can provide enough evidence to support my conclusion or hypothesis.