

Project description ↕

Course Project Overview - Downloadable/Printable

Course Project Overview Purpose

The purpose of the Project Overview section is to provide you the opportunity to review the project in one convenient location, so you can determine if you have the time and resources to commit to this course's rigorous expectations.

Degree students may use this course's project for the Request for **MCS Portfolio Project Report**. This is **optional** and **only** for degree students wanting to use this course's projects as part of their portfolio degree requirement/specialization requirements. The project deliverables that can be included are:

- Course Project Final Report

Course Project Description

In this individual project, you will create data visualizations to answer a customer ask. The project consists of a progress report, a final report, and a required checkpoint quiz.

Customer Ask

XYZ Corporation uses data to develop marketing profiles on people. These profiles are then sold to numerous companies for marketing purposes. You work at XYZ as a data analyst. You have just been given a new project working with UVW College, a local college looking to bolster enrollment. UVW has chosen a salary as a key demographic to determine criteria for marketing its degree programs. You must develop marketing profiles using data supplied by the United States Census Bureau, and you will be focusing on \$50,000 as a key number for salary. There are many key variables that must be assessed for individuals making less than and more than \$50,000, including age, gender, education status, marital status, occupation, etc.

For example, if the data show that the majority of individuals making less than 34 years old, male, single, and has a high school diploma, the college can create a demographic with tuition amounts, program concentrations, and even group appropriate to this demographic.

To achieve its enrollment target, the marketing team at UVW would like to find the factors that determine the individual's income. One way to accomplish this is by using the United States Census Bureau data provided by the XYZ company. The marketing team wants to find the factors that can be used in the development of their proposed model. They also want the application to predict the income of an individual based on different input parameters so that they can tailor their marketing efforts when reaching individuals.

Project Dataset

You will use the following dataset to answer the customer ask:

- **Dataset (32,561 rows):** <https://archive.ics.uci.edu/ml/machine-learning-databases/adult/adult.data>  <https://archive.ics.uci.edu/ml/machine-learning-databases/adult/adult.data>
- **Description of the column names:** <https://archive.ics.uci.edu/ml/machine-learning-databases/adult/adult.names>  <https://archive.ics.uci.edu/ml/machine-learning-databases/adult/adult.names>

For a complete overview of the course project, including directions, success criteria, and evaluation details, etc., download and review this document:

[Course-Project-Overview-Document.pdf \(https://canvas.asu.edu/courses/143180/pages/project-description?module_item_id=10370170\)](https://canvas.asu.edu/courses/143180/pages/project-description?module_item_id=10370170)