Feature Selection

Project BSAN 6060

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Machine learning models allow businesses to predict consumer buying habits, market trends, popular products, and more, allowing retailers to make informed business decisions based on these predictions. Additionally, companies can build models to analyze larger, more complex data and deliver faster, more accurate results. It enables organizations to identify lucrative opportunities and potential risks faster. Organizations gain a more accurate and robust ability to forecast demand. It can also help companies take advantage of important opportunities to gain deeper insights into data.

In our project, we used JMP software. It is used to design experiments and analyze statistical data from industrial processes. This tool is a very good statistical tool in terms of its features and functionality. So, our team use this software to run sentiment analysis based on the PlayStation files of tweets.

In addition, we used a logistic model to predict the features that would most influence the subscriptions for the PlayStation and PlayStation Plus respectively. We found out payment amount and payment cycle are the features that influence the subscription the most. The reasons behind it, for different people, the amount they can afford for a monthly payment vary as well. So, some people probably cannot afford the subscription price. And since the salary amount is set, some people may not have extra money for the subscription for a set up time period.