

MA678 Midterm Project Proposal

Names: Yanbing Chen

UID:U32747296

Personal Statement

I want to be a business analyst at a consulting company in the future after graduating from MSSP program. I plan to be a business analyst, doing good job of basic data analyst to create value for my company and clients in three years after graduation. At the same time, I hope to be versatile, broadening my horizon, and try to have an in-depth understanding of certain industries or fields, so as to lay a solid foundation for becoming a senior business analyst.

From the study this semester, I gradually know that I need to meet clients from different backgrounds and various industries, meaning that I need to learn about knowledge in various areas in a short period of time so that I can do better analysis and provide more effective advice to my customers. However, It is obvious that it will take a long time for me to develop the ability to learn various kind of fields' knowledge quickly, rather than handling this skill in a month. Therefore, I plan to choose the data which is related to an area that I am relatively familiar with and interested in to do analysis. After finishing this project, I can start analyzing data from areas I'm not familiar with, or some areas that I have never been in contact with based on this project's experience.

Questions

Which kinds of factors would make influence on book's price?

The data source

The data set is downloaded from:

<https://www.kaggle.com/lava18/google-play-store-apps>.

This Data set contains 13 columns, including APP, Category, Rating, Reviews, Size, Installs, Type, Price and so on.

Propose timeline of work

Nov.7-Nov.14 EDA	Nov.15-Nov.21 Data Processing	Nov.22-Nov.28 Modeling and Validation	Nov.29-Dec.5 Write up
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