**MA678 Midterm Project Proposal**

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***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***

