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SNHU

DAT 220: Milestone 1

**Introduction: Business Problem What is the overall business problem you are trying to solve?**

The overall business problem I am trying to solve is to find what modifications are needed to prevent loss of revenue from Bubba Gump Shrimp Company and create new routes of services to increase its revenue growth. In order to accomplish this task, I am using a strategy of creating data models by using a small, controlled group of 500 customers’ information from collected data by Bubba Gump Shrimp Company and presenting these models to higher ups of the company.

**Introduction: Analytic Method What is the purpose of the analytic method/approach/strategy you are using? What type of information does it yield?**

The strategy being used is to harvest information from data mining on a group of information from 500 customers. The data will yield information such as purchase history and customer’s responses on their satisfaction with the company. Using the information, I can create histograms, data results, and charts of the results gathered by the 500 customers. These designs will allow me to show the company a visual map on the areas needing modification through improvement and/or creating of new routes to benefit the company through increase growth of revenue.