Project mission and goal?

Project attributes (dimensions and facts)?

What metrics are you planning to analyze?

**P MISSION AND GOAL:**

M – Analyze certain dataset and help your customers make a better decision

G – Identify what type of ads works better and service gives your customer

bigger profit (TV vs YouTube)

**P ATTRIBUTES (DIMENSIONS AND FACTS):**

D – Year, Brand

F – Length, Cost, Amount of viewers (TV and YouTube)

**METRICS THAT ARE GOING TO BE ANALYZED:**

In this project we are going to analyze qualitive and quantitative metrics

such as rating of certain type of ads and customer counts that is been produced by spent

$ amount.