

Question/need:

- What is the framing question of your analysis, or the purpose of the model/system you plan to build?

Building a system that classifies customers of different Tour Packages sales in order to enhance marketing based on classified demographics

- Who benefits from exploring this question or building this model/system?

Travel Agencies and contracted tourist attractions

Data Description:

- What dataset(s) do you plan to use, and how will you obtain the data?

[Tour_package.csv](#), [kaggle.com](#)

- What is an individual sample/unit of analysis in this project? What characteristics/features do you expect to work with?

customer age, sex, familial relation and status, and details about previous purchases

- If modeling, what will you predict as your target?

Predict which packages would sell to a demographic

Tools:

- How do you intend to meet the tools requirement of the project?
- [Python and research](#)
- Are you planning in advance to need or use additional tools beyond those required?
- [Yes, if needed along the way or new knowledge acquired](#)

MVP Goal:

- What would a [minimum viable product \(MVP\)](#) look like for this project?