

Topic chosen for literature review: 2. e. Implementing Machine learning tools and/or techniques in: Customer profiling

Title: Can Artificial Neural Networks accurately predict the likelihood of a customer buying a specific item based on demographic and behavioural data.

Introduction (500 words)

- Reasons for wanting to classify customers – can future behaviour be predicted from existing data? Targeted marketing, maximise opportunities, minimise low yield activities
- Define scope of project and specify anything out of scope – what demographic data would be appropriate/ethical to use
- What categories would they be classified as? No/not likely, maybe, yes/likely
- Executive summary of general findings

Review of existing literature focusing on: (1250 words)

- What data were used – demographic, behaviour, both (other?)
- How data were collected – accuracy & reliability issues
- Which ANNs were used – accuracy, reliability, bias
- Technical specs – how do the different ANNs compare against each other

Conclusion (250 words)

- Summarise findings
- Confirm if literature supports the project proposal