Jenny Mobile Phone Distributor Case Study

ABOUT US

Jenny is a trusted mobile phone distributor that is serving customers in every state of the country. We've been in business for over 10 years and our goal is to provide our customers with the best deals and highest quality of mobile devices.

We have a team of experienced sales and service professionals who are passionate about helping customers find their perfect phones. Our inventory includes the top brands and models from Apple, Samsung, Google, and more. We also carry accessories and offer repair services so that our customers get the most out of their mobile devices.

Our knowledgeable staff will work with you to understand your needs and recommend the perfect phone for you. We take pride in our customer service and commitment to excellence and strive to ensure every customer visiting us is completely satisfied.

BUSINESS PROBLEM

Jenny is a mobile phone distributor who has been looking for ways to leverage predictive analytics to effectively price her products and better understand her customer base.

Jenny has developed a system that is able to use customer data to determine price points that are most likely to result in a successful sale, and also predict whether a customer is likely to purchase or not.

With this tool, **Jenny** is now able to provide an optimized pricing strategy that allows her to maximize profits and better serve her customers.

DATA DICTIONARY

Brand	the manufacturer of the phone
Model	the model of the phone
Storage	the storage space (in gigabytes) on the phone
RAM	the amount of RAM (in gigabytes) available on the phone
Screen Size (inches)	the size of the phone's in inches
Camera (MP)	the megapixel count of the phone's camera(s)
Battery Capacity (mAh)	the capacity of the phone's battery in milliampere hours
Price ($)	the retail price of the phone in US dollars
Label	Purchase or not (1 or 0)

TASK

- EDA
- Supervised Learning: Regression
  - Predict prices
- Supervised Learning
  - Classification (to purchase or not)