

Assignment

PROMPT

Which topic did you choose to apply the data science methodology to? **(2 marks)**

Credit Card :- Will be more concerned toward credit card users.

PROMPT

Next, you will play the role of the client and the data scientist.

Using the topic that you selected, complete the Business Understanding stage by coming up with a problem that you would like to solve and phrasing it in the form of a question that you will use data to answer. **(3 marks)**

You are required to:

1. Describe the problem, related to the topic you selected.
2. Phrase the problem as a question to be answered using data.

For example, using the food recipes use case discussed in the labs, the question that we defined was, "Can we automatically determine the cuisine of a given dish based on its ingredients?".

Problem :-

Credit Card users are not using credit card as a medium to pay during Covid pandemic. So what category of people are not using credit and what are the factors that affected their decision during Covid.

PROMPT

Briefly explain how you would complete each of the following stages for the problem that you described in the Business Understanding stage, so that you are ultimately able to answer the question that you came up with. **(5 marks)**:

3. Analytic Approach
4. Data Requirements
5. Data Collection
6. Data Understanding and Preparation
7. Modeling and Evaluation

You can always refer to the labs as a reference with describing how you would complete each stage for your problem.

Solution:- 1) Analytic Approach:- By looking at the business requirement it is clear that we need to classify people as active or not-active. So classification model can be used for it. 2)Data Requirement:- The standard of data is set as:- The data should be during Covid, data should be aimed for age 18-40 group. 3) Data Collection:- The data could be collected from bank, transaction history, retail outlet etc,. . 4)Data understanding and preparation:- Data should be cleaned as the empty transaction history should be replaced with null or removed. Feature engineering may also be used for this stage. 5)Modelling and evaluation:- A model could be created to get the type of people who are not using the credit card during pandemic. Then the created model can be evaluated for the same.