

Business Problem:

The company faces inefficiencies in its bonus allocation process, leading to suboptimal use of resources and customer dissatisfaction. The current method does not align bonus distribution with key performance indicators (KPIs) and business goals, resulting in higher costs and lower customer motivation. An efficient system is needed to allocate bonuses that maximize customer performance and satisfaction while staying within budget constraints.

Business Objective:

1. Maximize customer satisfaction.
2. Minimize variance in bonus distribution.

Business Constraint:

- Maximize fairness in bonus distribution.

Success Criteria:

- **Business Success Criteria:** Achieve a 10% increase in profit margins through optimized bonus allocation.
- **Machine Learning Success Criteria:** Achieve an accuracy of at least 95%.
- **Economic Success Criteria:** Generate a 20% increase in revenue from the solution within the first year of implementation.