Practice Written Report and Peer Review

@Vinícius Ramos │ linkedin.com/in/viniciusarz/ │ varz.bio.link

Problem 1: Please share a few areas in which you would like to address questions using data. Optionally, please feel free to share your questions of interest

I currently work with Business Planning & Analytics on an American EdTech, so I use Data on my day to day to solve problems regarding internal business problems, sales and marketing questions and such. However, I'd like to start getting more into using data to solve complex problems and decisions through machine learning, guiding better the decisions and not being too much based on internal bias or opinion from leadership. In those terms, I'd say my main objectives would be using data to:

- Market & Competitive Research: with some kind of algorithm to scrap the internet and get trends that competitor brands are following.

- Lead Scoring and Predict conversion: Improve which kind of customer profile has the highest potential to convert, and not using only descriptive and exploratory analytics, but actual models that use statistics to recommend an entire profile

- Multi-class category classification on Marketing variables: to improve outreach, outbound and inbound strategies understanding which are the variables that affect the most an action, and not only with A/B Testing as I already do, but with trends prediction.