**Project Proposal**

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* Questions/Need:

Nessus Vitamin (a made-up company) is a company that sells vitamins online. Customers can take a small quiz to see what vitamins they are lacking. They can either make a one-time purchase of the vitamins or subscribe to the monthly delivery plan. The sales team has noticed that even subscription plan offers a slight discount, not many customers are subscribing to the service. So, the company wants the data analytics team to build a classification model to identify which customers are more likely to subscribe based on the current clients' information. The company also plans to email time-limited discount codes to customers identified as "likely to subscribe" to incentivize subscription.

* Data Description

The dataset is posted by Utkarsh Gupta on Kaggle. The dataset already split train and test, which respectively have 31,647 and 13,564 unique values. Each sample includes 14 features like age, job type, education, house loan, current date, last contact time, etc. The model's target is whether the customer has subscribed to the service, and all the features will be used to build the model.

* Tools

The project will use Python and Tableau to visualize the data distribution and use Python to build ML models.

* MVP Goal

Data cleaning, feature engineering, data visualization and a few ML models.