## University of Massachusetts Boston

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**Final Project**

**Finding Ideal Set of Customers**

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1. **Describe the Business problem.**

* The market they are in currently and product that they sell is huge and most of it is the dominating in one or two category which is taking all the focus, so need to work on other product and capture and view for bigger aspect, to expand the business and grow.

1. **Describe the BI solution (including how data is processed).**

* As we notice in our tool tableau that the majority is for the age group and that same age group people were in every place from education to family, this keeping in further we notice the most sold product is wine and meat which is also most of them is consume by the same age group, so to capture and attract other age group we need to change the marketing strategy.

1. **Briefly describe the data source**

* Got our data from Kaggle

1. **Briefly describe the BI tool used**

* Tableau can handle large volumes of data quickly. It is faster and provides extensive features for visualizing the data. Tableau doesn't limit the number of data points in visualization or enforce row or size limitations, giving you a 360-degree view of your data.
* Tableau has excellent customer support. It has a large community forum for discussions.
* Power Pivot has no distinction between view and dashboards.
* Tableau helps to sort the data and come up with best possible visualization, that gives us clear view of where the things are going.
* Can perform a lot of tasks and easy to work with.
* We get everything at one place no need to further change the data and put them from one tool to another.

1. **Describe the BI product produce**

* With the help of tableau, we got an overview of what’s exactly going with the company by getting the dashboard with visualization.
* The dashboard has some chart which indicate what’s most of the business is going and on which part it is inclined the most.
* We have huge data, and this helps us to focus on every part of that and make us to understand the market easily.
* Our charts show what age group and which product and how the customers like to purchase, and our majority of customers are from what kind of background and what else we can have to cover most of the part.

1. **Describe the validation approach**

* Check the effectiveness of the methods and the tips which are prescribed by us, whether they have really increased the sales or not.

1. **Expert Analysis Overview**

* Product we have are meat, fish, gold, fruits, wine and ----

In this the most sold is meat and wine , which make other ineligible.

* Most of our customers are from age group and the graduated or done PHD in terms of education.
* As we see the marital status of them most of them comes under married and with no kids, this tells us about their family.
* And lastly Income
* If we notice they are all in one direction because of weightage so we can conclude with that we need to improve the marketing and make it for all the age group, second can do a survey in which can get to know why other product are not working in same level as the wine and meat, and make changes as per that appropriately.