

Capstone 2 Proposal

[Kaggle Competition: Elo Customer Loyalty Prediction](#)

Objective

For my second capstone project, I've decided to enter my first kaggle competition. My goal for this project is to work with data that has the potential to improve a business, perform new feature engineering techniques, and apply a regression model.

Application

Elo is one of the top credit and debit card companies in Brazil. Currently they are aiming to introduce a new perk to users that will give them discounts to merchants in their area. Elo is seeking to improve the system by recommending merchants that users will be interested in.

The initial step to Elo's goal is for them to better understand customer loyalty.

Data

The data is available on the kaggle competition page. There are 4 csv files of use for the analysis. Training data, testing data, information on a customers historical transactions, as well as transactions on new merchants they've visited.

Majority of the potential features for this analysis are anonymous.