Predicting Catalog Demand

REVIEW

HISTORY

Meets Specifications

Hello Udacian!
Congratulations!!! You made it. 🎉 😀
You should be proud of your work, I know I am proud of it.
This is your first submission and it is really outstanding. :+1:
I am sure you have enjoyed working on this project, I can see the hard work in your project.
I really hope the lectures and this project in particular have effectively taught you the fundamentals of this course.
Well Done 👏
It was a pleasure reviewing your project.
I wish you all the best!
Happy Learning 😇

Business and Data Understanding

✓

The section is written clearly and is concise. The section is written in less than 500 words.

Good job!
Your answers are clear and easy to understand, it is not more than 500 words. 👏

✓

All following questions have been accurately answered:

- What decisions need to be made?
- What data is needed to inform those decisions?

Good job!
Your answers are correct for:
What decisions need to be made?
Whether to send the catalog to those 250 customers ?
What data is needed to inform those decisions?
So data to predict sales and expected profit are Cost of Catalog, Customer Segment, , _ScoreYes, Average Number of Product Purchased and Margin.

Analysis, Modeling, and Validation

The section is written clearly and is concise. The section is written in less than 500 words.

Good job!
Your answers are clear and easy to understand for this part as well, it is not more than 500 words. 👏🏽

Each predictor variable is shown to have a linear relationship between the target variable whenever appropriate.

Each predictor variable should be significant (p-value <= 0.05)

Good job!
Your linear model shows the correct values for R-squared and P-values (p-value <= 0.05).
You have created the scatter plot as well to show the existence of a linear relationship between continuous predictor variables and the target variable.
Suggestions:
You can also checkout this part of the course for the topic "Multiple Linear Regression with Excel":
https://classroom.udacity.com/courses/ud976/lessons/4e33b70a-72a4-47cb-959a-28632ae6aaff/concepts/631d190c-8626-4dd7-92df-f5bd96913c48

p-values and R-squared values are used to justify how well the linear model works.

Good job!
You have used the value of p-values and R-squared values that you got from the report for Linear model to Explain why you believe your linear model is a good model.

The regression equation given is correct. Each coefficient should have up to 2 digits after the decimal figures (ex: 1.28).

Well done!
The regression equation given is Perfect. 👏

Presentation/Visualization

The section is written clearly and is concise. The section is written in less than 500 words.

Good job!
Your answers are clear and easy to understand, it is not more than 500 words. 👏

All questions have been accurately answered and the recommendations are well justified.

- What is your recommendation?
- How did you come up with your recommendation?
- What is the expected profit from the new catalog (assuming the catalog is sent to these 250 customers)?

Good job!
Your answers are correct for :
What is your recommendation?
The expected profit is $21,987, which is higher than $10,000, so the company should send the catalog to these 250 new customers.
How did you come up with your recommendation?
You have used a data-driven approach to justify your answers. 👏
What is the expected profit from the new catalog (assuming the catalog is sent to these 250 customers)?
The expected profit is $21,987.

The profit calculation is correct.

Well done!
The expected profit from the new catalog is $21,987.44. :+1:

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