

PROJECT SPECIFICATION

Predicting Catalog Demand

Business and Data Understanding

CRITERIA	MEETS SPECIFICATIONS
Section Format	The section is written clearly and is concise. The section is written in less than 500 words.
Key Decisions	<p>All following questions have been accurately answered:</p> <ul style="list-style-type: none"> • What decisions need to be made? • What data is needed to inform those decisions?

Analysis, Modeling, and Validation

CRITERIA	MEETS SPECIFICATIONS
Section Format	The section is written clearly and is concise. The section is written in less than 500 words.
Predictor	Each predictor variable is shown to have a linear relationship between the target variable whenever

CRITERIA	MEETS SPECIFICATIONS
Variables	<p>appropriate.</p> <p>Each predictor variable should be significant (p-value \leq 0.05)</p>
Statistical Explanation	p-values and R-squared values are used to justify how well the linear model works.
Regression Equation	The regression equation given is correct. Each coefficient should have up to 2 digits after the decimal figures (ex: 1.28).

Presentation/Visualization

CRITERIA	MEETS SPECIFICATIONS
Section Format	The section is written clearly and is concise. The section is written in less than 500 words.
Complete	<p>All questions have been accurately answered and the recommendations are well justified.</p> <ul style="list-style-type: none"> • 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)?

CRITERIA	MEETS SPECIFICATIONS
Accuracy	The profit calculation is correct.

Suggestions to Make Your Project Stand Out!

1. Show the distributions for each variable in the Customer List dataset. How would these distributions affect your analysis? Would you need to go back to your manager and try to get more data?