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# Predicting Catalog Demand

## REVIEW

## HISTORY

### Meets Specifications

Kudos ! I think you've done a perfect job of Predicting Catalog Demand. It's very clear that you have a good understanding of the basics.

Keep improving and keep learning. 

### Business and Data Understanding

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

✓ All following questions have been answered:

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

Awesome: That is the key decision we need to make!

### Analysis, Modeling, and Validation

✓ The section is written clearly and is concise. The section is written in less 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 ( $p\text{-value} \leq 0.05$ )

Awesome: Your analysis is correct and you have correctly selected the predictor variables. Well done!

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

Awesome: You have well justified that your model is a good one using p-values and the R-squared. As a complement to your answer, we see that the Adjusted R-squared is 0.8366, which means that the predictor variables can explain about 84% of the target variable.

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

Awesome: The linear regression equation is correct. Good job!

## Presentation/Visualization



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



All questions have been 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)?

**Awesome:** The recommendation is correct, as well as both your calculation and expected profit for sending the catalogs.



The profit calculation is correct.

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