

**Data Collection and Preprocessing Phase**

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| Date | 15 July 2024 |
| Team ID | 739834 |
| Project Title | Market Segmentation Analysis |
| Maximum Marks | 2 Marks |

# Data Collection Plan & Raw Data Sources Identification Template

Elevate your data strategy with the Data Collection plan and the Raw Data Sources report, ensuring meticulous data curation and integrity for informed decision-making in every analysis and decision-making endeavor.

# Data Collection Plan Template

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| **Section** | **Description** |
| Project Overview | Market segmentation analysis involves dividing a broad market into sub-groups based on shared characteristics like demographics, geography, psychographics, and behavior. This process includes setting objectives, collecting and analyzing data, identifying distinct segments, and developing detailed profiles for each. Target segments are chosen based on their potential, and tailored marketing strategies are implemented. Continuous monitoring and evaluation ensure the effectiveness of these strategies, allowing businesses to better meet the needs of their target markets and optimize resource allocation. |



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| Data Collection Plan | Search for the data related to market segmentation analysis on  McDonald’s data |
| Raw Data Sources  Identified | The raw data source for this project includes dataset obtained from kaggle,it is popular platfom for data science competition and repositories.The provided data represent a sample a subset of the collected information ,encompassing variable such as yummy,convenient,spicy,gender,like,greasy,visitfrequency, disgusting,tasty,healthy,cheap,expensive,age,fast and fattening details for machine learning analysis |

# Raw Data Sources Template

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| --- | --- | --- | --- | --- | --- |
| **Source**  **Name** | **Description** | **Location/U**  **RL** | **Format** | **Size** | **Access Permissions** |
| Kaggle  Dataset | The dataset provide details about  MCDonald’s such as yummy,convenient,spicy, gender,like,greasy,visitfre quency, disgusting,tasty,healthy,c heap,expensive,age,fast and fattening | https://home page.boku.a c.at/leisch/  MSA/datase ts/mcdonald s.csv | CSV | 94 KB | Public |