Milestone 2 – Data Selection and Project Proposal (Week 2)

* Data selection and your project proposal are due this week. While you might determine

to add additional data sources as the project progresses, you should have a good idea of

your initial dataset by this milestone. Direct Marketing

* The project proposal should include the following information:
* Introduction
  + Background
    - Direct Mailer – want to see customer spending on catalogs.
    - Set up the story
  + Problem Statement
    - Should we send catalogs to those that only have high purchase
  + Scope
  + Document Overview
* Preliminary Requirement (summary of what is required to proceed, data required,

business processes that need to be in place, assumptions, etc.)

* + Data on how much has been spent by customers, demographics of customers
  + Technical Approach
  + Data sources or plan for data
  + Analysis
  + Requirement Development (What would you need technically in place

for this to work, do you have to build anything, initial work that would

need to be done)

* + Model Deployment
  + Testing and Evaluation
* Expected Results
* Execution and Management of Project
  + Project Plan
  + Project Risk

The proposal should be 5-7 pages long, double spaced. Margins should be 1-inch top,

bottom, left, and right. Use any font that is suitable for a professional paper and use 12-

point type. Remember it is just the initial proposal – your findings might take you in a

different direction for the final submission.

This should be submitted through the group assignment submission regardless if it is an

independent project or multi-person group.