

TheAnalyticsTeam

# Sprocket Central Pty Ltd

Data analytics approach

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# Agenda

1. Introduction
2. Data Exploration
3. Model Development
4. Interpretation

# Introduction

**Place headline insight or information here. This should be the most important point for this slide.**

Developing a data-driven customer targeting strategy for Sprocket Central Pty Ltd.

Place any supporting images, graphs, data or extra text here.

# Data Exploration

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1. Load and clean the data: Ensuring all columns are in the correct format, handle missing values, and remove any duplicates.
2. Conduct Exploratory Data Analysis (EDA): Using statistical measures and visualization techniques to understand the distributions and relationships in your data. Looking for any outliers or anomalies.

Place any supporting images, graphs, data or extra text here.

# Model Development

1. Feature Engineering: Creating new features from existing ones that can help improve your model's performance. For example, convert the 'DOB' column into an 'Age' column or into age groups.
2. Data Transformation: Perform necessary transformations such as scaling numerical features or encoding categorical features.
3. Model Selection: Choose a suitable model based on the problem at hand.
4. Model Training: Training the selected model using the cleaned and prepared data.
5. Model Tuning: Adjusting the parameters of the model to achieve the best possible performance.

Place any supporting images, graphs, data or extra text here.

# Interpretation

1. **Model Evaluation:** Use appropriate metrics to assess the performance of your model.
2. **Model Interpretation:** Understand what the model's results mean in the context of the problem.
3. **Reporting:** Documenting all the steps I've taken, the decisions I've made, and the results I've achieved.

Place any supporting images, graphs, data or extra text here.

# Appendix

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**This is an optional slide where you may place any supporting items.**