

David Bell

## Data Mining Bubba Gump Narrative

This artifact is from my fundamentals of data mining class. This artifact is from February 2020. We were asked to analyze the Bubba Gump Restaurant data using the JMP program and find new ways to create revenue for the business I have found great enjoyment in using data science to create answers to questions. I selected this artifact for my portfolio to demonstrate my ability to read data and find patterns that can be used to solve a problem. Using the JMP program I was able to compare different data sets and analyze them using graphs and histograms to find patterns. Using these patterns, I created suggestions on how the business could increase revenue. The art enhancement I made was a new way to look at how the restaurant could use high existing visits and high web traffic to increase web store sales using those restaurants to show strong examples in those two parameters. I created some new plots and histograms to add to the initial business improvements paper I wrote.