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CS 499

Eportfolio / Databases

Enhancement of Data Mining the Bubba Gump Shrimp Company

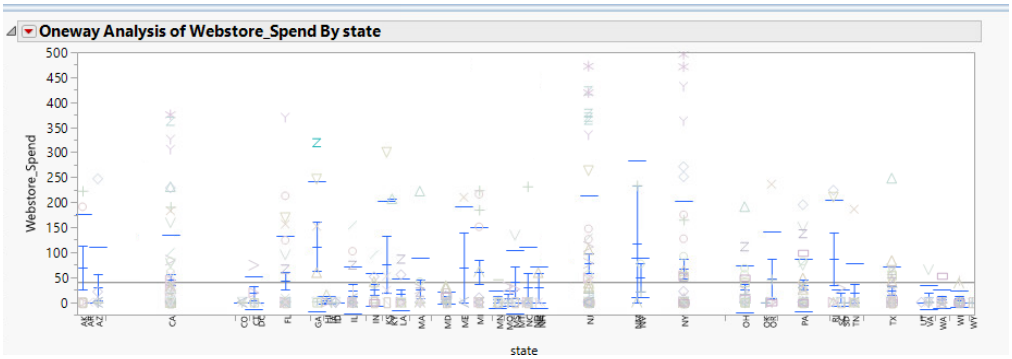
Initially taken from class DAT 220 February 2020

Business Problem

In 1994, the movie Forrest Gump premiered. It garnered massive praise and popularity and won many awards. The movie was a household name in America and a favorite among all generations young and old. The Bubba Gump restaurant brand was able to monopolize on the movies popularity. The exposure catapulted it into new markets. After a few years of growth, the sales began to plateau and eventually slow. Now sales have declined at a steady rate and the business wants to use its collected data to find ways to increase its profits.

Further Analysis - February 2021

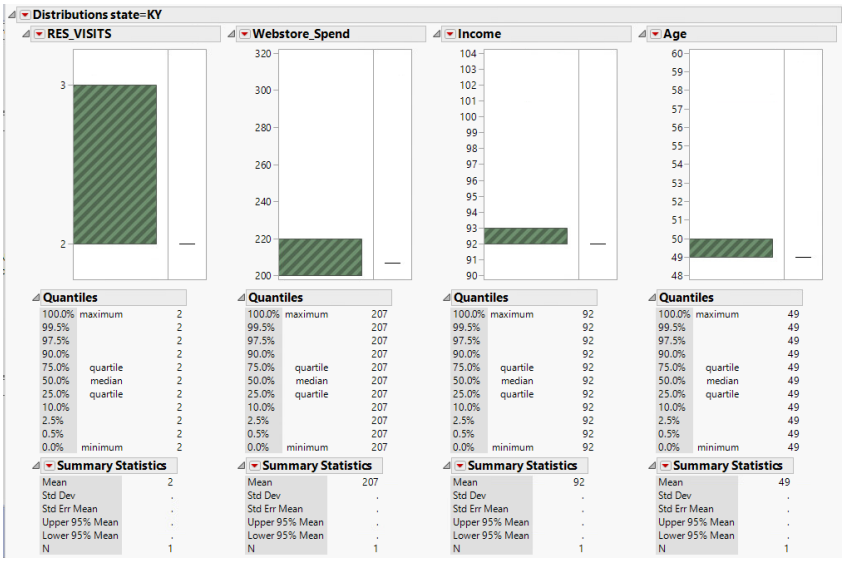
In doing further research into how to improve the visits to the webstore, we should possibly try a push for more webstore visits via those restaurants with a good webstore visit record. So, I looked at the web store spending comparing state and restaurants with their visits and then order them by state. I wanted to see a comparison of data between web store spending patterns and the restaurant visitation. I used JMP to create two plots for each of those parameters.



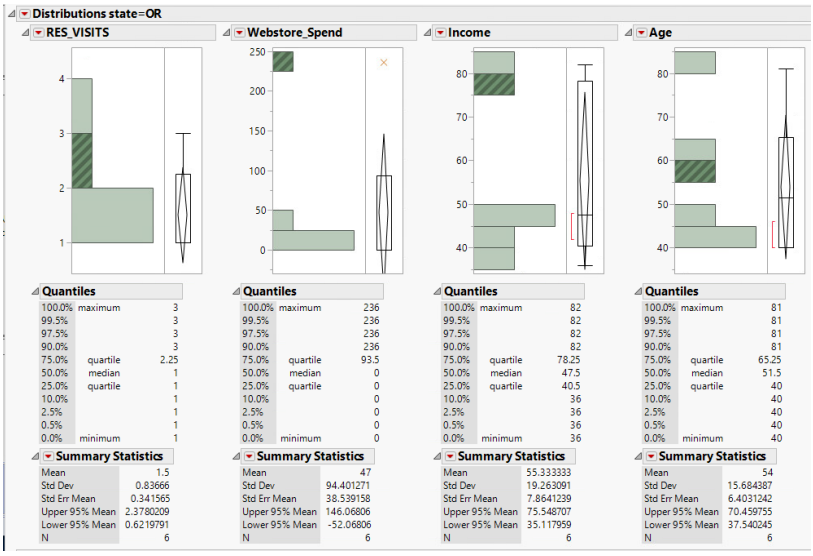
I then wanted to pick a couple of the states that had a high volume of visits and web store spending for further comparison. I used histograms to compare the income of the visitors, the age of the visitors, the web store spending and the basic visitation of the restaurant. I concluded that there were three strong states that would be good choices for a new campaign to push the web store and increase its revenue.

Georgia

Kentucky



Oregon



Quantiles		
100.0%	maximum	3
99.5%		3
97.5%		3
90.0%		3
75.0%	quartile	2.25
50.0%	median	1
25.0%	quartile	1
10.0%		1
2.5%		1
0.5%		1
0.0%	minimum	1

Summary Statistics	
Mean	1.5
Std Dev	0.83666
Std Err Mean	0.341565
Upper 95% Mean	2.3780209
Lower 95% Mean	0.6219791
N	6

Quantiles		
100.0%	maximum	236
99.5%		236
97.5%		236
90.0%		236
75.0%	quartile	93.5
50.0%	median	0
25.0%	quartile	0
10.0%		0
2.5%		0
0.5%		0
0.0%	minimum	0

Summary Statistics	
Mean	47
Std Dev	94.401271
Std Err Mean	38.539158
Upper 95% Mean	146.06806
Lower 95% Mean	-52.06806
N	6

Quantiles		
100.0%	maximum	82
99.5%		82
97.5%		82
90.0%		82
75.0%	quartile	78.25
50.0%	median	47.5
25.0%	quartile	40.5
10.0%		36
2.5%		36
0.5%		36
0.0%	minimum	36

Summary Statistics	
Mean	55.333333
Std Dev	19.263091
Std Err Mean	7.8641239
Upper 95% Mean	75.548707
Lower 95% Mean	35.117959
N	6

Quantiles		
100.0%	maximum	81
99.5%		81
97.5%		81
90.0%		81
75.0%	quartile	65.25
50.0%	median	51.5
25.0%	quartile	40
10.0%		40
2.5%		40
0.5%		40
0.0%	minimum	40

Summary Statistics	
Mean	54
Std Dev	15.684387
Std Err Mean	6.4031242
Upper 95% Mean	70.459755
Lower 95% Mean	37.540245
N	6