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10/12/2020

Shining a Light on the Drivers of REtail And Upgrade Revenue for Beach Tan, Inc.

# Abstract

This section will contain the executive summary of the technical report.

# Background

This section will contain an introduction of the client, Beach Tan, Inc and their Marketing & Promotions team, as well as a brief overview of the products the company offers. This section will also contain a summary of Customer Segment section of the Business Value Proposition created for this client: the job currently at hand, their pains in trying to accomplish this job, as well as what they have to gain from the completion of this job.

# Data

This section will contain an explanation of the data set. It will describe the dimension, the number of observations, the types of variables as well as their meaning, the degree of missingness in the data (and how it will be resolved), as well as a few summary visualizations to give the audience an idea of the shape of the data.

# Methods

This section will explain the analytical methods used in the model, specifically the multiple linear regression analyses. This will also include a discussion of the creation of the dummy variables used in the models.

# Results

This section will report the model outputs and the variables that are associated with a statistically significant change in the response variables.

# Discussion/Conclusion

This section will include a discussion of the model output as well as the conclusions derived from the outputs. This will be the resolution part of the storytelling aspect of this analysis.

# Limitations

This section will describe the limitations encountered when conducting the model analysis.