**ADS-505 Team Project Form and Business Brief Templates**

Fill out this form and business brief and submit it by the end of Module 3 in Blackboard (2 pages max for each). Reference the file, “Final Project Business Brief Requirements.doc.”

Team Number: Group 4

Team Leader/Representative:

Full Names of Team Members:

1. Gerard Corrales Fernandez

2. Sahil Wadhwa

3. Duy Nguyen

Title of Your Project: Marketing Campaign Selection for Maximum Profits

Short Description of Your Project and Objectives:

This project aims to support the marketing team by developing and recommending the most optimal marketing campaign by training, validating, and testing models for variable performance measures to increase sales. The marketing team is currently using three different campaigns but is under budget pressure to select one to streamline the production of promotional material.

Name of Your Selected Dataset and Programming Language:

WA\_Marketing-Campaign dataset from Kaggle; Python Language, Jupyter notebook

Description of Your Selected Dataset (source, number of variables, size of the dataset, etc.):

The data has been sourced from Kaggle and contains 7 variables and 548 records. The variables include market size, location, age of the store, promotion, day of the week, and sales in thousands.

Provide your team GitHub link here: <https://github.com/gerardcf1/ADS-505>

How many times have your team members met so far?

We have been in consistent contact via slack and plan on meeting as we begin to build project deliverables and wrap up conclusions.

List the specific contributions that each team member is providing for the Final Team Project in the table below.

* **NOTE:** ALL students on the team should contribute equally to the Final Team Project.

|  |  |  |
| --- | --- | --- |
| Team Member 1  Gerard Corrales Fernandez | Team Member 2  Sahil Wadhwa | Team Member 3  Duy Nguyen |
| * Github setup and maintenance * Model results * Provide feedback EDA and models | * Draft data story presentation * Code model and build model strategies * Feedback on EDA, and conclusion | * Draft Business Brief * Initial EDA and data wrangling * Feedback to models and conclusion |

Comments/ Roadblocks: All team members will be expected to contribute to the technical notebook, including proofing and editing team members contributions.

**Team Project Business Brief**

**Purpose:**

This project aims to deliver a single marketing campaign to increase sales by adding a new item to the menu. The head of marketing has directed the data science team to analyze recent promotion data to determine the campaign that will yield the most sales.

**Background:**

**Bowl’d Over is a fast-food restaurant specializing in healthy bowl creations for those on the go. The fast-food chain plans to add a new item to the menu and has run several campaigns and promotions in select markets. After a month of campaigning for the latest product, the fast-food chain is ready to roll out nationwide.**

**Current Situation:**

Bowl’d Over has three potential marketing campaigns to market and promote its newest product. The head of marketing has been under extreme cost pressures and has been directed to select one campaign that will have the most significant impact on sales.

**Expected Conclusion:**

One strategic marketing campaign to promote the new product, resulting in the most significant number of sales.