

## ***Term Project Topic Proposal***

### **What is your team name?**

Our team name is *Mine Your Business*, where we aim to mine the insights for the business that matters to our clients.

### **Who are the team members?**

Our team members are Haonan Ou, Kaijun He, Min Zheng, Sandy Ramos, and Soohun Han

### **Which data set you intend to analyze? Where is your data source? Provide the data description, e.g. the data size, variables introduction...**

We have obtained the data from Kaggle open dataset. The name of the dataset is "Student Alcohol Consumption", which contains a lot of interesting personal and academic background information and the alcohol consumption data, which consisted of 33 attributes and those data are gathered from approximately 662 students of math and Portuguese language courses of two secondary schools.

### **What is (are) the question(s) you intend to address?**

We want to know if the student alcohol consumption is associated with different predictors introduced in the dataset. Some of the questions are:

1. How does students' personal background (family size, age, gender, etc.), if any, correlated to their alcohol consumption.
2. How does alcohol consumption, if any, affects students' academic performance?

### **Which methods do you plan to use in this analysis? (Feel free to select any appropriate data mining methods in your analysis.)**

For this dataset, we can implement different methods like multiple regression model, logistic regression, KNN, and Bootstrap.

### **Who is your target audience?**

Our main target audience is PTA (Parent-Teacher Association) members who are interested in understanding potential predictors of student alcohol consumption.