DS 223 Marketing Analytics - Group Project Demo

Product Overview

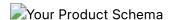
Product Name: [Your Product Name]
Team Number: [Group Number]
Demo Date: May 13, 2025

We developed a marketing analytics platform designed to [briefly state the problem it solves, e.g., predict customer churn, optimize ad spend, etc.]. Our product integrates data modeling, API access, and a user-friendly UI to deliver actionable insights.

Problem Definition

Many businesses struggle with [state the marketing problem]. Our solution provides [short summary of value proposition].

Solution Architecture



Microservice Components:

- Frontend: Streamlit displays model outputs and visualizations
- Backend: FastAPI exposes endpoints to interact with the model and database
- Database: PostgreSQL stores marketing and prediction data
- Model: [e.g., Logistic Regression, XGBoost] used for prediction
- **Documentation:** GitHub + this README

Team Roles

| Name | Role | Responsibility |
|--------|-------------------------|--------------------------------------|
| [Name] | Project/Product Manager | Planning, roadmap, team coordination |
| [Name] | Data Scientist | Data prep, modeling, evaluation |
| [Name] | Backend Developer | API with FastAPI |
| [Name] | Database Developer | PostgreSQL setup, CRUD |
| [Name] | Frontend Developer | Streamlit app |

Live Demo Flow

1. Introduction (by PM)

- Product and problem statement
- MVP and roadmap
- Architecture diagram

2. Frontend (by Frontend Dev)

- Navigate through Streamlit UI
- Visualizations, predictions, and user interaction

3. Backend (by Backend Dev)

- FastAPI endpoints and Swagger UI
- Data exchange flow with frontend/model

4. Model (by Data Scientist)

- Model type, performance metrics
- Example prediction output

5. Database (by DB Dev)

- Show schema design
- Example data insert/query

Final Notes

- All components of the project have been integrated and tested during the live demo.
- Ensure final GitHub push is completed by May 13, 2025, 23:59.