

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

Your Product Schema

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
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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**.