Midterm proposal

Jingyi Niu

## Personal Statement

Career goal：I am aiming to become a data scientist and a business analyst, I hope I can find a relevant internship in FMCG industry leading companies like Unilever or P&G when I graduate.

How this project align with the goal：In this analysis factors would be analyzed to see the relationship between customer revenue and visit information thus make prediction to help companies make appropriate investments in promotional strategies. Analyzing this dataset would give me a primer idea about how things work in FMCG market teams and also the techniques using in the project will pave the way for a data analyst.

## Question

In this project, I want to try different models to illustrate the association in order to find out which factor’s impact is most important and which model give the best fit.

## Data source

The data set is all from kaggle.com (https://www.kaggle.com/c/ga-customer-revenueprediction), where it contains train dataset, test dataset and submission file

## Proposed Timeline of Work

|  |  |
| --- | --- |
| Work list | Date |
| EDA | 11.6-11.12 |
| Data processing | 11.12-11.18 |
| Modeling and Validation | 11.18-11.28 |
| Write up | 11.28-12.1 |