

PROJECT

International Expansion

A part of the Business Analyst Nanodegree Program

PROJECT REVIEW

ANNOTATIONS 1

NOTES

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Meets Specifications

The project looks great! Well done doing cluster analysis. These skills will be useful in the final project.

Business and Data Understanding

The section is written clearly and is concise. The section is written in less than 250 words.

All following questions have been answered:


- 1. What decisions need to be made?
- 2. What data is needed to inform those decisions?

Data Cleanup

The section is written clearly and is concise. The section is written in less than 250 words.

All following questions have been answered

- 1. How many countries did you reduce your dataset to? What was the criteria that you used to filter these countries?
- 2. Which topics will be used for Principal Components Analysis (PCA)? There should be three topics that are targeted for PCA.
- 3. Which variables did you decide to be irrelevant for this analysis? Hint: There should be a total of nine variables removed from the dataset.

Awesome: Well done targeting the correct categories for PCA! 
As we can see, the dimensionality of these topics can be reduced without losing too much information.

Segmentation and Visualization

The section is written clearly and is concise. The section is written in less than 250 words.

The question has been answered and is well justified:

- 1. What clustering method did you decide to use? Please justify your answer.

There are exactly four clusters created.

Awesome: Neural gas is the best clustering method for our data. Well done justifying it!

The questions have been answered

- 1. Do the clusters make sense?
- 2. What are the four countries in USA's cluster that are closest to the USA in terms of Total Tax Rate by ATM Machines? Hint: Create a scatterplot to graph the relationship between these two variables and color the markers by cluster.

2. Suggestion: Good job creating a scatter plot to find the countries closest to USA in terms of tax rate and ATMs. It's important to use clear labels. It's not so obvious what lc_Tax_totl_Cp_Zs mean. We could use something like *ATMs(per 100,000)* and *Total Tax Rate* instead.

At least two visualizations are used to show the clusters created.

Awesome: Nice filled map visualizations. The clusters look good.

Recommendation

The section is written clearly and is concise. The section is written in less than 250 words.

List of countries have been provided by country code and is correct.

Awesome: Great recommendation list. All important countries are included. 🍷

The question has been answered:

- 1. Why did you decide to choose these countries?

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