

## **MA 678 Project Proposal**

### **Kuangyou Chen**

#### **Personal statement**

My career goal is to be a business analyst/data scientist in the future. The Project about marketing analytics helped me gain practical experience in conducting marketing research, exploring the market performance and optimizing the decision-making process in real business.

#### **Question**

- What is the most significant factor in wine purchase?
- What kind of products do consumers spend most?
- Which campaign is most successful?
- Is there any relationship between customer education level and campaign performance or is there any campaign preference for specific customer groups?
- What is the likelihood for an average person to be considered as accepting the offer?

#### **Proposed Timeline of Work**

- Data Cleaning & EDA--by Nov 13, 2021
- Data Processing--by Nov 20, 2021
- Modeling & Validation --by Nov 27, 2021
- Write up--by Dec 10, 2021

Data Source: <https://www.kaggle.com/jackdaoud/marketing-data>

<https://docs.google.com/document/d/1xHJo3RtIndLo4gp2lIt1-oTeop5-OE4ULFrBgMIMZbo/edit>