Business Problem Statement

Business Problem

Swire Coca-Cola is seeking a solution to predicting the profitability of new partnerships with local businesses.

Benefits of Solution

By identifying and partnering with local businesses that align with Swire Coca-Cola and its target audience, they can increase sales and revenue for their product.

This will enable them to make more informed decisions, increase their reach in specific local markets, and provide a benefit for the local business.

Additionally, we will use data visualization tools to present the insights in an understandable format to the stakeholders. This will help them make data-driven decisions that align with the company's strategy.

Success Metrics

Success metrics for the model of predicting new partnerships with local businesses for Swirl Coca-Cola products may include:

1. Revenue increase: The increase in revenue generated by the new partnerships compared to previous years or to a control group.
2. ROI: The return on investment of the data science project, measured by the increase in revenue generated by the new partnerships compared to the project's cost.
3. Accuracy of predictions: The accuracy of the model's predictions in identifying potential partners and predicting the likelihood of successful partnerships

Approach

By utilizing predictive models such as linear regression, logistic regression, and other possible models to analyze historical data and market trends to identify local businesses that align with the brand and target audience and predict the likelihood of successful partnerships.

Scope and deliverables

The deliverables for this project will be a visual presentation and a written report summarizing our exploratory data analysis, model selection, evaluation and deployment process, and recommendations for applying our results. The presentation slides, written report, and all project code files will be provided to Swire Coca-Cola in the form of a GitHub repository accompanied by documentation explaining the repository contents, access, and organization.

Details

This project will be completed by student team members Katelyn Candee, Li Xiang and Vicky Mao by April 13, with progress checkpoints overseen by University of Utah faculty advisor Jeremy Morris on or before the following dates:

- Exploratory data analysis - February 19
- Model selection, evaluation and deployment - March 19
- Practice project presentation - April 9

Project team members may be reach at:

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