

McNulty





Company A

Bank of Shire



We are having a campaign.

We are having a campaign.

We try to get people to subscribe to a term deposit.

We are having a campaign.

We try to get people to subscribe to a term deposit.

We have been recording our success rate on clients
for a while.

We are having a campaign.

We try to get people to subscribe to a term deposit.

We have been recording our success rate on clients
for a while.

Can you tell us who we can convert based on their
financial data?

Here is the data we collected so far:

<https://archive.ics.uci.edu/ml/datasets/Bank+Marketing>

We have their age, job, employees, their loans, if they have any credit defaults, when we called them, their education, etc., and we also recorded if our call was successful or not

What we can learn, what would be useful for us?

Company B

Sacred Heart Hospital



We keep a lot of data on patients in Cleveland.

We keep a lot of data on patients in Cleveland.

We also share data with 3 other hospitals.

We keep a lot of data on patients in Cleveland.

We also share data with 3 other hospitals.

We have all charts, test results, etc. as well as
their heart condition on patients

We keep a lot of data on patients in Cleveland.

We also share data with 3 other hospitals.

We have all charts, test results, etc. as well as
their heart condition on patients

Can you help us with diagnosis, or early warnings
with data, or in any way help us understand heart
disease better using the data?

Here is the data we collected so far:

<https://archive.ics.uci.edu/ml/datasets/Heart+Disease>

We have a lot of their medical data, Do we need all of that,
What is important, What should we care about, etc.?

Company C

MadMen Advertising



Hello, my name is Don Draper.

We are an ad agency working on personalizing ads, so that you don't be bothered by ads you don't care about, only see stuff you may be interested in.

We usually have demographic information that users provided, but not always. If we are promoting a product that people with income <50k are not interested in, can we identify them and not show the ad?

Here is the data we have:

<https://archive.ics.uci.edu/ml/datasets/Census+Income>

We collected census data on demographics, age, education, country, occupation, income, etc. Sometime we know some, sometimes we don't. Can we predict some using others, what we have? What can we learn?