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# Predicting Catalog Demand

## REVIEW

## HISTORY

### Meets Specifications

Dear Student,

Congratulations on completing the Predicting Catalog Demand Project! 👍

Great job! Lots of insights, very well presented and great description of your findings!

I wish you all the best for the coming projects and I'm sure you will do great! 😊

If you like my review, please share your feedback!

Take care and keep up the good work,  
Your Reviewer

### Business and Data Understanding

The section is written clearly and is concise. The section is written in less than 500 words.

Awesome! Good write-up in this section. It is clear, concise and straight to the point with respect to the words limit! 👍

All following questions have been answered:

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

Awesome! The key decision that needs to be made is clearly stated as well as the data needed to inform decisions! Well done! 👍

## Analysis, Modeling, and Validation

The section is written clearly and is concise. The section is written in less than 500 words.

Awesome! Good write-up in this section. It is clear, concise and straight to the point with respect to the words limit! 👍

Each predictor variable is shown to have a linear relationship between the target variable whenever appropriate.

Each predictor variable should be significant ( $p\text{-value} \leq 0.05$ )

Good job including the scatterplot! 👍 We can clearly see that these two variables are linearly related. As this plot depicts, average number of products purchase is linearly related to average sale amount.

p-values and R-squared values are used to justify how well the linear model works.

Good job using both R-squared and p-values to justify why your model is a good one! Well done! 👍

The regression equation given is correct. Each coefficient should have up to 2 digits after the decimal figures (ex: 1.28).

Awesome! The linear equation is correct as it contains just the correct predictor variables with correct coefficients! 👍

## Presentation/Visualization

The section is written clearly and is concise. The section is written in less than 500 words.

Awesome! Good write-up in this section. It is clear, concise and straight to the point with respect to the words limit! 👍

All questions have been answered and the recommendations are well justified.

- What is your recommendation?
- How did you come up with your recommendation?
- What is the expected profit from the new catalog (assuming the catalog is sent to these 250 customers)?

Excellent job here thoroughly justifying how you arrived at the final recommendation!  
Exactly what you would want to present to management! 👍

**The profit calculation is correct.**

Awesome! The final expected profit is right! Well done! 👍

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