Scenario Selection Activity

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After reading through the applicable chapters in Data Mining For The Masses, I decided to pursue the scenario in chapter 10. I chose Decision Tree Modeling because it is a technique with which I do not have much experience but I think it is a sound and useful method for approaching the customer prediction problems outlined in chapter 10. Most large online retailers have attempted to leverage data analytics by showing recommended products and using more targeted advertising, which is what Richard is hoping to accomplish.

For this scenario, I think the best approach would be to create a presentation with speaker notes. In a real life situation, Richard would first perform preliminary data analysis to find potential insights from a project. He would then put together a presentation to demonstrate to upper level management why continuing with the project would be beneficial for the business.