**Swire Coca-Cola Red Truck Customer Analysis**

**Business Problem Statement**

Swire Coca-Cola is the Coca-Cola distributor for 13 states on the west coast. They service two customer groups - red truck customers, which are local businesses the Swire services through its in-house logistics system, and white truck customers – which are larger distributors that buy and sell Coca-Cola to another end customer. Swire wants to understand and segment the red truck customer group in order to identify which customers they should keep internally servicing.

The purpose of this project is to develop a model that will predict which red truck customers are anticipated to grow, including an analysis on characteristics of profitable red truck customers for Swire to work with.

**Benefit of Solution**

The benefits of a default prediction model include:

* Deeper understanding of the characteristics red truck customers that allow Swire to grow alongside the customer
* Empower potential growth customers through focused customer relationships

**Analytics Approach**

Our approach will be to model which historical clientele default and program a model that will predict future clientele’s likelihood of default. We will used a supervised learning model with a binary outcome. Through this process we expect to learn uncharacteristic flags for client default that will help Home Credit understand its clientele more.

**Success Metrics**

Our measure of success will be the measure of false positives from implementing the prediction model. We suggest implementing a tested prediction model for a set period to measure this.

**Scope/Deliverables**

Primary deliverables for this project will be the following:

* In-depth analysis of historical clientele
* Prediction model with simulated test results and statistical analysis supporting usage of model
* Testing period to analyze performance of prediction model
* Detailed report of above analysis and findings
* GitHub repository of all code

**Project Details**

The project will be executed by the members of class 6812 section 001 on or before December 3rd, 2024. Following is a list of project milestones:

* Business problem statement delivery
* Exploratory analysis
* Presentation draft
* Final presentation