MGT 6203 Group Project Proposal Template

**TEAM INFORMATION (1 point)**

**Team 4**

**Team Members:**

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**OBJECTIVE/PROBLEM (5 points)**

**Project Title:**

**Background Information on chosen project topic:**

Racing and Wagering Western Australia, or RWWA is a controlling authority for thoroughbred, harness and greyhound racing in the state of Western Australia, Australia.

RWWA was also formed to take control of the off-course betting activities of the Totalisator Agency Board (commonly known as the TAB), which in turn had been created in 1961 as a result of the 1959 Royal Commission into off course betting.

RWWA’s purpose is to ensure the long-term sustainability of the WA racing industry as well as incorporating wagering through the WA TAB.

**Problem Statement (clear and concise statement explaining purpose of your analysis and investigation):**

Predict/Calculate future value for customer based on history. Product is seasonal through the year. Example: NBA seasonal months could have more customers betting on NBA than other months.

Create customer segmentations based on customer betting behaviours.

Predictive model for identifying Responsible wagering/customers with gambling problems.

**State your Primary Research Question (RQ):**

**Add some possible Supporting Research Questions (2-4 RQs that support problem statement):**

**Business Justification:** **(Why is this problem interesting to solve from a business viewpoint? Try to quantify the financial, marketing or operational aspects and implications of this problem, as if you were running a company, non-profit organization, city or government that is encountering this problem.)**

**DATASET/PLAN FOR DATA (4 points)**

**Data Sources (links, attachments, etc.):**

Data is masked and extracted from RWWA’s Wagering database management systems with Company approvals.

**Additional Datasets:**  
1.)  Economic factors from Australian Bureau of Statistics  
<https://www.abs.gov.au/>  
2.)  Job Vacancy Rates in Western Australia:  
<https://www.abs.gov.au/statistics/labour/jobs/job-vacancies-australia/latest-release>  
<https://www.abs.gov.au/statistics/labour/jobs/job-vacancies-australia/latest-release#data-downloads>

**Data Description (describe each of your data sources, include screenshots of a few rows of data):**

**Key Variables: (which ones will be considered independent and dependent? Are you going to create new variables?** **What variables do you hypothesize beforehand to be most important?)**

**APPROACH/METHODOLOGY (8 points)**

**Planned Approach (In paragraph(s), describe the approach you will take and what are the models you will try to use? Mention any data transformations that would need to happen. How do you plan to compare your models? How do you plan to train and optimize your model hyper-parameters?))**

**Anticipated Conclusions/Hypothesis (what results do you expect, how will you approach lead you to determining the final conclusion of your analysis) Note: At the end of the project, you do not have to be correct or have acceptable accuracy, the purpose is to walk us through an analysis that gives the reader insight into the conclusion regarding your objective/problem statement**

**What business decisions will be impacted by the results of your analysis? What could be some benefits?**

**PROJECT TIMELINE/PLANNING (2 points)**

**Project Timeline/Mention key dates you hope to achieve certain milestones by:**

**Appendix (any preliminary figures or charts that you would like to include):**