**TERM PROJECT**

**MARKETING ANALYTICS APPLIED**

**DESCRIPTION:**

In this project, our goal is to examine the application of at least one marketing analytics methodology we have covered in this class for a real data set.

**DELIVERABLE:**

1. By **April 15, 2019 8AM**, form your groups. You will work in groups of 2 or 3. Each group should enter full names of the group members in the following workbook:

<https://docs.google.com/spreadsheets/d/14ZzMKSFb09xnC2o6rnuejXxNL690V2kVr0RFBOrAvaQ/>

1. By **April 29, 2019 8 AM**, you need to pick the data set you will work with. Each group will add a weblink for the data set they have chosen to in the workbook provided above.
2. By **May 20, 2019 8AM**, you need to e-mail me an html document using R-markdown presenting your analysis. The analysis should focus on three topics:
   1. *results of an exploratory data analysis:* What does the data set tell you without any marketing models applied?
   2. *results of a marketing analysis:* Apply one (or two) marketing analytics techniques to the data set and summarize your findings. (***If you are a group of 2, you will apply one technique and if you are a group of 3, you have to apply two separate techniques***)
   3. Your *take-away messages* from this process

Each group will submit one html document titled **Project MA – *GroupName*.html** and your associated R-markdown file.

**EVALUATION:**

The deliverable will be evaluated out of 100 points.

10 points for meeting the April 15 deadline

10 points for meeting the April 29 deadline

80 points for your HTML file

*10 points for professionalism*

*10 points for quality of the presentation*

*10 points for the exploratory data analysis*

*40 points for the marketing analytics application(s)*

*10 points for the take away messages*