Introduction to Your Capstone Project

**Introduction**

Welcome to the capstone phase of this course! We’re excited to give you the opportunity to put everything you have learned into practice. For this capstone, you’ll follow the OSEMN process and provide advice for the company Inu + Neko.

**Scenario**

Inu + Neko is a company you’ve seen a lot in this course. As a reminder, they are a pet supply and services company that just started an e-commerce business. You have been asked to help them analyze their data to help them make better decisions in the future.

Inu + Neko had a lot of success with a marketing campaign and is seeing a lot of growth. The company wants to know how these new incoming customers differ from their past customers. Are there different items they should stock more of? Are there other things they should consider?

Along the way, we’ll provide you with examples and guidance, but you should always feel free to head back to any videos or readings in the course. Let’s get started!

**Process**

For this capstone project you will follow the OSEMN process, with data provided to you.

First, you’ll write how you would hypothetically approach this project and how you would gather the necessary data.

Next, you will clean up data that will be provided for you inside a Jupyter notebook. You will also be given guidance on the steps you should take when scrubbing that data.

You will then explore the cleaned data in a second Jupyter notebook environment. The data for this process will also be provided for you, though it’ll be similar to the previous step except it will already be cleaned this time.

Next, you’ll create a visualization of some of your findings in Tableau. You will be asked to create a specific visualization, take screenshots for submission, and briefly explain what the visualization tells you about the data.

You will then be given results of a model that a coworker has created for you. You will determine what to do with this new information and how it relates back to Inu + Neko.

In the last stage, you will write up your final insights based on all your previous steps and what you would share with Inu + Neko after your interpretation. You’ll submit these insights, along with the visualization, and your hypothetical approach to the project as a slide deck for peer review.

This is a big project, but it should really give you an understanding of some of the work a marketing analyst does day in and day out. Let’s get going!

**Completed**