**Cruise Recommendation and Favorability Prediction**

**Project Design**

Project Objective:

The survey data comprised of customer perception on the cruising industry. The client would like to understand how does the marketing spend in different marketing funnels impacted their brand image. My original question is: How does the customer attribution impacted the brand?

The hypothesis is that the probability of favorability will reach 80% when the subjects selected and are in favor of 50% of the attribution questions (Yes/No).

Utilize machine learning, I would like to use these attribution information to predict the probability of the customers’ probability to recommend the brand and increase favorability.

The reason of picking this project is to ensure I can apply the learning later on. This is also a live project from my work. So, I have clean the project up to ensure some work sensitive info is stripped.

Data Structure:

Flat file from Excel. (It is about 1000+ records now, and it’s growing).

Useful Quantitative Fields: 5 (scale 0 -10) plus demographic information

Useful Qualitative Fields: ~10 (Yes, no)

Milestones –

Build the data structure – it’s not that useful in terms of the format, so I need to first use python to set up the data vertically.

Test out logistic regression, classification, and further topic if needed.