

Abstract geometric lines in the top-left corner of the slide, consisting of several thin black lines forming overlapping, irregular polygons and triangles.

ADULT INCOME DATA PREDICTIONS

Parris Trimingham

WHO ARE THE STAKEHOLDERS?

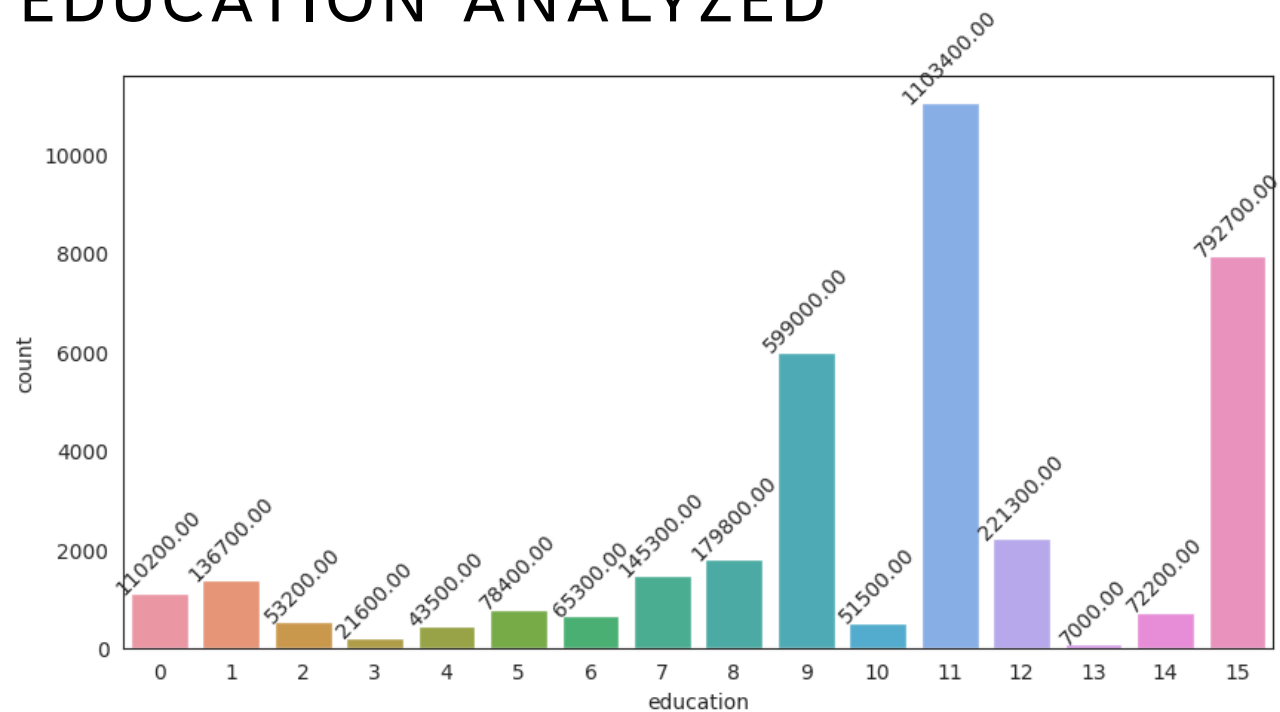
An individual's annual income results from various factors. Intuitively, it is influenced by the individual's education level, age, gender, occupation, and etc.

A company can use this data to figure out the best credit cards to offer consumers.

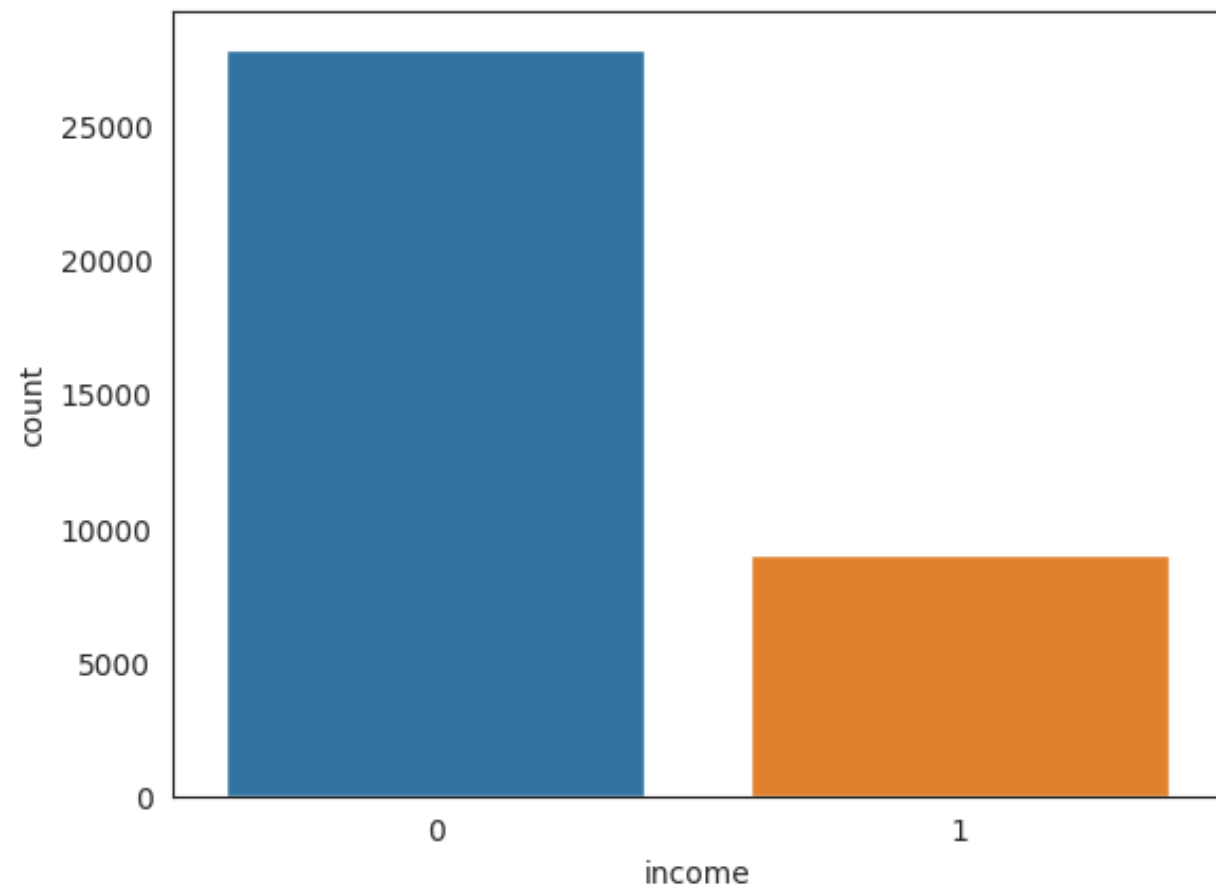
That's you!

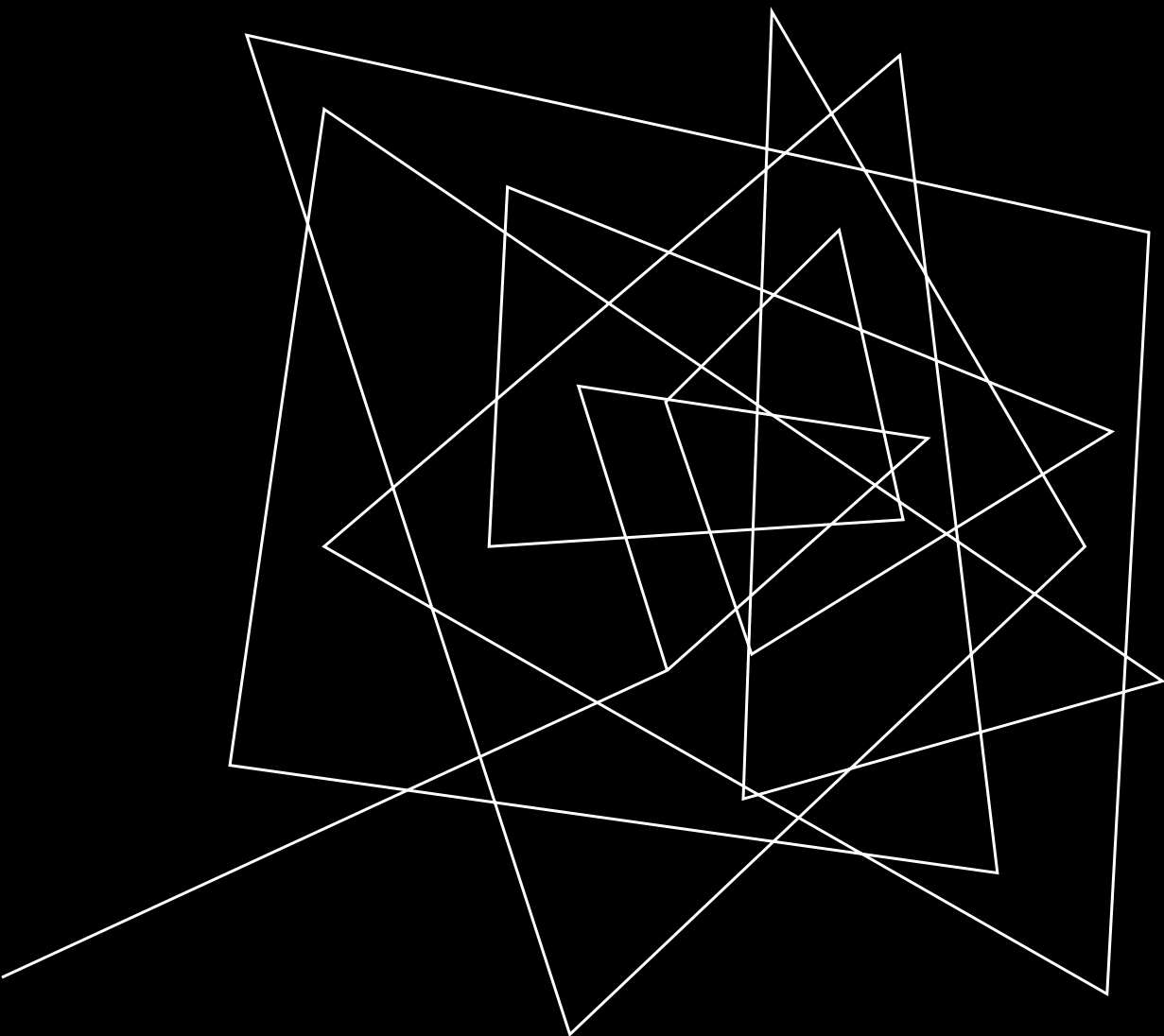
ON THE RIGHT: WHO MAKES \$50,000

ON THE LEFT: 15 YEARS OF
EDUCATION ANALYZED



Two Visuals





STRENGTHS AND LIMITATIONS

THE VARIABLES WERE IMMENSE!

OCCUPATIONS:

FARMING AND FISHING, PROTECTIVE
SERVICES, PROFESSIONALS, CRAFTS
AND REPAIR, ADMINISTRATIONS, CLERICAL, EXECUTIVES AND
MANAGERIAL, TECHNICAL SUPPORT, SALES, PRIVATE AND
HOUSE SERVICES, TRANSPORTAION AND MOVING,
JANITORIAL, ARMED FORCES

EDUCATION: YEARS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

WE ABSOLUTELY CAN GENERALLY PREDICT THE PERFECT CREDIT CARD TO OFFER SOMEONE BASED OFF OF THEIR INCOME LEVELS.

USING THIS DATA, AND A SHORT SURVEY OF ANY NEW APPLICATIONS, WE CAN USE THEIR EDUCATION, OCCUPATION, AND OTHER DATA TO PREDICT THE BEST OPPORTUNITY FOR OUR CUSTOMERS.

BEST INTEREST? LOW APR? POINTS AND REWARDS?

Recommendations

A series of white, thin, overlapping geometric lines on a black background, creating a complex, abstract pattern on the left side of the slide.

THANK YOU

Questions?

Parris Trimmingham