

ADULT INCOME DATA PREDICTIONS

Parris Trimingham

WHO ARE THE STAKEHOLDERS?

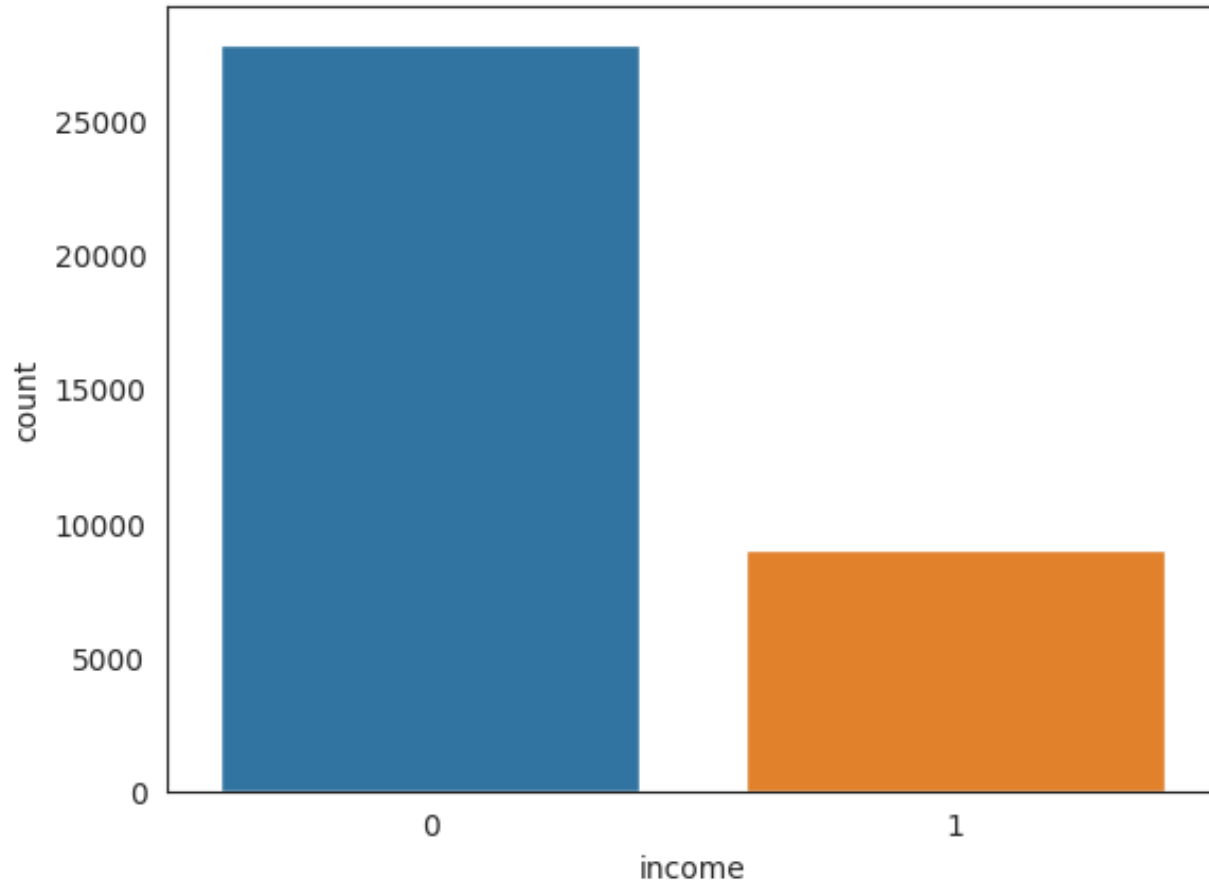
An individual's annual income results from various factors. Intuitively, it is influenced by the individual's education level, age, gender, occupation, and etc.

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

That's you!

WHO MAKES \$50,000

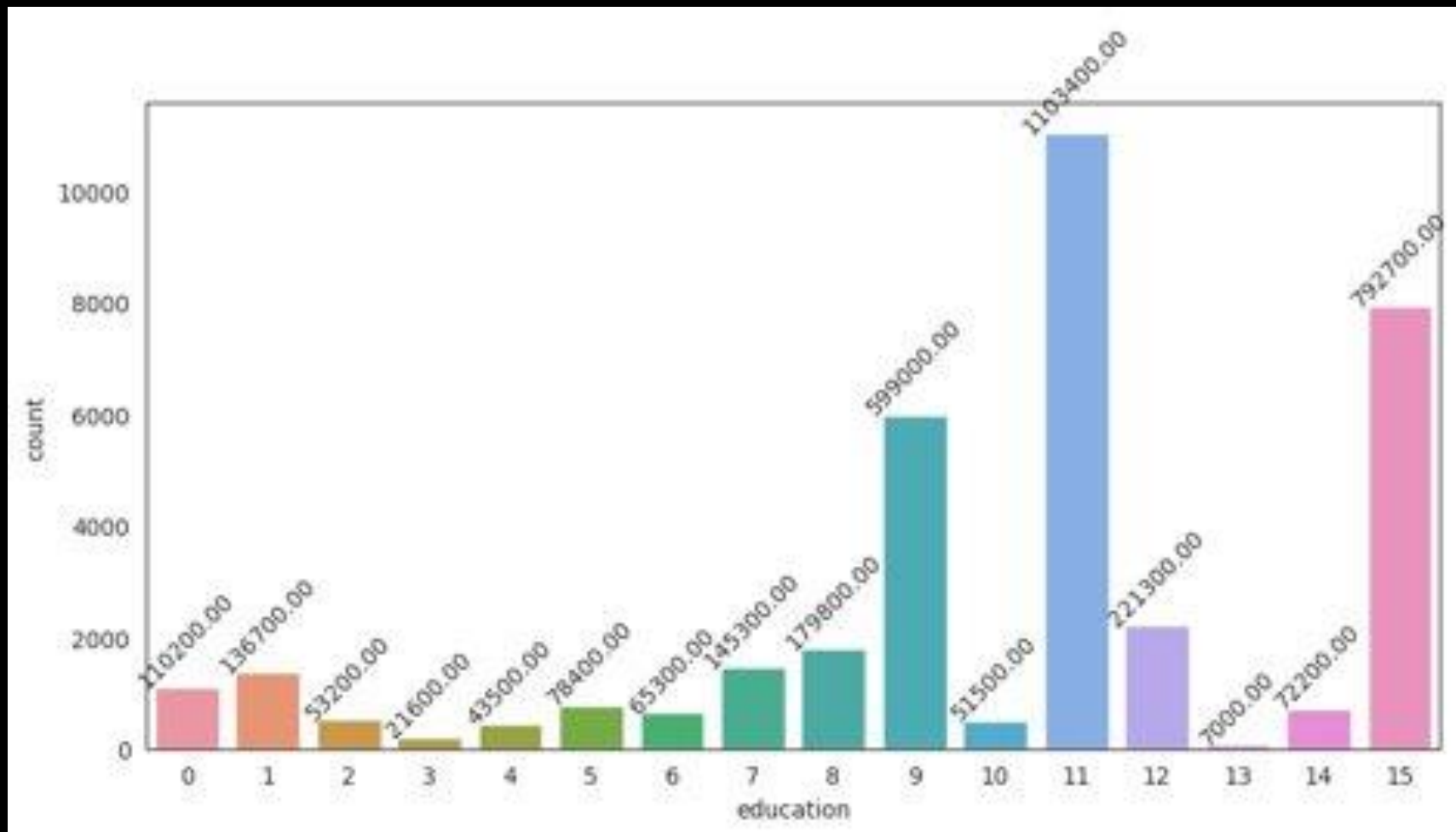
FEATURING THE CHART ON THE BELOW,
OF THOSE SURVEYED, ALMOST 30,000
PEOPLE MAKE ABOVE \$50,000. ABOUT
10,000 PEOPLE MAKE BELOW \$50,000.



15 YEARS
OF EDUCATION
ANALYZED

THE HIGHEST
INCOME
PREDICTIONS
SHOW:

NINTH YEAR
ELEVENTH YEAR
FIFTEENTH YEAR

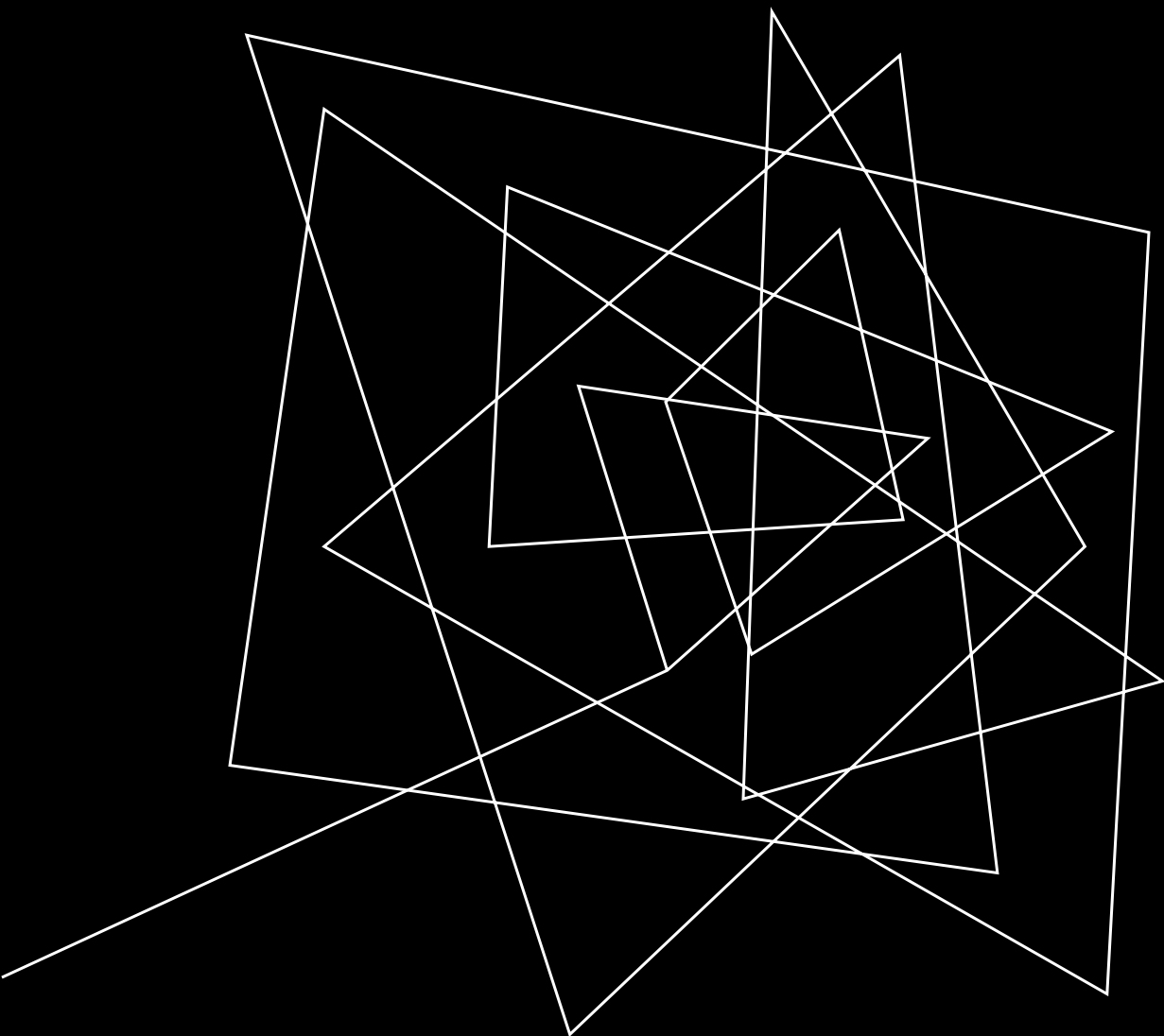




HOW WE GOT HERE

WE MODELED THE DATA GIVEN, SORTING AND
ORGANIZING WHAT IS NEEDED, THEN

WE TESTED THE DATA AND CREATED PREDICTIONS



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, TRANSPORTATION 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?

The more factors that leads to personal growth,
the higher chances that an individual's income
may be above \$50,000 a year.

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