**Project Brief**

*By Chih-Kai Wang,*

*Kuo-Chi Lin,*

*Te-Hsuan Lung,*

*Wei-Min Huang,*

*Yu-Min Wang*

We assume we are a company that is launching a new product and decided to invest on placing an advertisement on Facebook. We are trying to collect data on the number of users in the area (Dallas), their usage on Facebook. We are collecting these data for customer segmentation and to decide on different advertising approach on different segmentation.

We then make a survey asking about their usage habit and to collect demographic data (age, gender etc).

All the above data are generated through Excel using RandBetween function.

Database Marketing analysis approaches

1. Segmentation
2. Logistic Analysis
3. Discriminate Analysis

FB usage survey:

We are to develop a research on the experiences on Facebook usages, to discover suitable advertisement approach on different segmented users.

Variables:

1. PPW (Number of posts made per week)
2. LPW (No of likes given out per week)
3. Time (Amount of time spent of Facebook each day)
4. Device (Device often used) 1 = Cellphone, 2 = Laptop, 3 = Desktop, 4 = Tablet
5. ClkAd (No of times clicking on advertisement on Facebook per month)

Demographic:

1. Gender
2. Age
3. Salary
4. EduLvl
5. Marriage
6. ChildNo
7. Household size
8. Noofphones