Model Development Phase Template

Date	8 July 2024
Team ID	SWTID1720104754
Project Title	Cereal Analysis Based On Rating By Using Machine Learning Techniques
Maximum Marks	5 Marks

Feature Selection Report Template

In the forthcoming update, each feature will be accompanied by a brief description. Users will indicate whether it's selected or not, providing reasoning for their decision. This process will streamline decision-making and enhance transparency in feature selection.

Feature	Description	Selected (Yes/No)	Reasoning
Feature 1	Nutritional Content (grams of sugar, fiber, protein, etc.)	Yes	Nutritional content directly influences consumer perception of healthiness and taste. It's crucial for predicting ratings as consumer preferences often align with health trends and dietary considerations.
Feature 2	Consumer Preferences (surveys, reviews, consumer panels)	Yes	Consumer preferences provide direct feedback on taste, texture, packaging appeal, and overall satisfaction. This data is invaluable for understanding what drives cereal ratings.
Feature **3**	Brand Reputation (brand	**Yes**	Brand reputation affects consumer trust and perception of quality. Established brands may have an advantage in rating predictions due to existing consumer

	recognition, past performance)		loyalty and brand image.
Feature 4	Packaging Design (visual appeal, information clarity)	**Yes**	Effective marketing campaigns can enhance brand visibility, communicate product benefits, and influence consumer perceptions. They play a significant role in predicting consumer interest and subsequent ratings.