CAPSTONE PROJECT PROPOSAL

# What is the problem you want to solve?

Based on the data from last five years, want to determine what will be the decline rate for the Q4 2017.

# 2. Who is your client and why do they care about this problem? In other words, what will your client DO or DECIDE based on your analysis that they wouldn’t have otherwise?

My clients are the senior executives of the company. Based on the findings, they will investigate the reasons behind the decline rate and make decisions which will help lower the declines that lead to cancellations and in turn will impact revenue.

# 3. What data are you going to use for this? How will you acquire this data?

I will be using the relevant data which will give me the declined billings, cancellations stored in our database. I will extracting the data from the tables and will be converting the values to maintain the data security.

# 4. In brief, outline your approach to solving this problem (knowing that this might change later).

Based on the data for past five years , I will be using Linear Regression to examine the following:

(1) does a set of predictor variables do a good job in predicting an outcome variable?  Is the model using the predictors accounting for the variability in the changes in the dependent variable?

(2) Which variables in particular are significant predictors of the dependent variable?  And in what way do they--indicated by the magnitude and sign of the beta estimates--impact the dependent variable?

(3) What is the regression equation that shows how the set of predictor variables can be used to predict the outcome?

# 5. What are your deliverables? Typically, this would include code, along with a paper and/or a slide deck.

I will create a model, graph,