

# GetMoney.com Project Proposal

## Question/need:

- What is the framing question of your analysis, or the purpose of the model/system you plan to build?
  - **Grab more leads and increase the traffic of the website by analyzing data and collecting the potential zip-codes and cities and eventually increases revenue**
- Who benefits from exploring this question or building this model/system?
  - **Whoever is need of fast and quick personal and business loan**
  - **GetMoney.com with the increase of traffic, costumers and Revenue**

## Data Description:

- What dataset(s) do you plan to use, and how will you obtain the data?
  - **Data set is collected from leads on the website and its provided by the website owner.**
- What is an individual sample/unit of analysis in this project? What characteristics/features do you expect to work with?
  - **Contact ID, Lead Source , First Name, Last Name , Created time , Layout (Loan Type), Income Source , Home Owner , Employer Name, Time Employed , Length Address ( last living address ), Job Title , Requested Amount , Driver License State, Bank Name, Loan Reason, Credit Type , Direct Deposit, Monthly Income , Car Owner, City, Zip Code**
- If modeling, what will you predict as your target?
  - **Only EDA**

## Tools:

- How do you intend to meet the tools requirement of the project?
  - **Pandas, numpy, seaborn , matplotlib, giopanda**
  - **Also going to use other websites data: census for population zoning and income zoning**
- Are you planning in advance to need or use additional tools beyond those required?
  - **Yes, but unsure still.**

## MVP Goal:

- What would a minimum viable product (MVP) look like for this project?
  - **MVP: Comparison and geographical grouping by state and metropolitan cities along with joining of the data with the census data for income and population in order to show highly traffic locations for marketing implementation in order to increase website traffic**