Prof. Florian Dost
Thomas Reichstein

**Quantitative
Data Analysis**

Welcome to our project!

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www.migrando.de

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General information on the project

- The data is now available via Moodle.

- The main data record is "CRM-Contacts_clean.csv".

- We have provided you with a further data set that can be included in the analysis.

- "CRM-Calls.csv" provides information about the customer's telephone calls with the customer advisor.

- The data records can be made as follows: "Owner" specifies the account manager in both data records. "Who_Id" in the "CRM-Calls" data record can be mapped to "id" in the "CRM-Contacts_clean" data record and specifies the number of the customer.

- However, please focus on the main data set first.

- The description of the variables is also available in Moodle.

- If you don't know the purpose of a column, find out or leave it out, your choice! (Google)

- Remember that you will not need every column!

- Think carefully about what information is important for your goal.

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Organizational Information

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Quantitative Data Analysis

Main aim of your processing

- Create a prediction model that can predict with 0 (no sale) and 1 (sale) whether a new customer will buy.
- Train and test your model with the given data.
- Indicate how accurately your model can predict with a test size that is at least 20% of the original data set.
- Visualize your results and your main approach for finding a suitable model.
- Provide your cleansed data set for the analysis (how many data points?).
- Remember that you should show your results in a presentation!
- The result is what matters! We don't care how you do it (use anything you like).

Additional tasks

- Create a score between 0 and 100. Where 100 means that the probability of sale is extremely high and 0 indicates a very low probability of sale.
- Compare your results with the integrated "Visitor_Score" of the data set (is your score better?).
- Super additional task, give recommendations for better data collection or what additional information should be collected in the future.

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Possible Rewards

Award and Job Opportunities

At Migrando, we value talent and recognize outstanding achievements.
To reward your efforts, we offer the following prizes:

1st Place	2nd Place	3rd Place
€500.00	€250.00	€100.00

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QUESTIONS?

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