1. What is your one-sentence executive summary?

* Building recommendation system for the articles based on user click log to develop targeted marketing program

(2) What is your detailed assessment (for a technical audience)? Please quantify, use technical jargon.

* Data provided on the log were extracted
* The preprocessed data was grouped with clustering model based on user activity in the logs

1. What tools did you use?

* R and Sqlite browser

1. What techniques did you try?

* K-Means and Hierarchical Clustering

1. What three plots did you make to best explain the data?

* Histogram, scatter plot and density plot

1. What is your commercial recommendation for business unit heads who are non-technical?

* Monday and Friday are most active days for the users, more number of targeted email should be sent on those day, Saturday and Sunday seems to be the lowest
* Users are most active from 10 am to 1pm, may be the mails should be sent frequently between that time
* Topics mostly viewed are Sustainable Development more concentration should be provided on the same
* Summary and blog posts are most frequent visited type

(7) What other data would you like to see about the platform? What questions would this additional data help you answer?

* Log timing of the user visiting the page and staying on the page
* IP address to determine geographical location of the user and send articles based on geography
* User sex and age to determine what type of articles indulge the user
* For better understanding of Demographic and Psychographic information