- **10 Questions and Answers**

a. Who are the stakeholders in this project?

The stakeholders are primarily marketing companies or companies who do direct sales to the customers.

b. Since I am making assumptions for certain attributes, is it beneficial or harmful for the project?

Since sufficient data is unavailable, it is useful to make calculated and informative assumptions.

c. Why was the model chosen out of the ones used?

The model was chosen because the project is binary is nature.

d. Does age/salary affect the amount spent?

Yes, as the age of the customer increased, there was an increase in salary of the customers.

e. What outcome would the project make or create?

As mentioned above, companies such as direct/retail companies who sell their products online, or marketing companies to see how much advertising reciprocates to customer expense.

f. If the dataset was expansive or large, would it have created any improvement in the project?

Yes, with large dataset, the accuracy would be good when predicting the outcome.

g. Do I need to change the algorithm or does the chosen ones provide higher accuracy?

The model was to be tuned specially one specific algorithm because of the issue of overfitting.

h. Do I need to drop history column because of missing data?

No, history feature do not need to be dropped.

i. Does history reflect the number of purchases or length of time an individual has been a customer.?

Yes, history reflects the number of purchases or shows the length of an individual has been a customer.

j. What are the characteristics of the customers who are likely to spent more?

Based on the analysis, it was found that customers with higher salary are more likely to spend more. Age is another factor where higher age was a factor in spending more.

References:

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