Sam Dayball Milestone 4 Narrative

The artifact that I have included here was my final project from the course DAT220 and it was a detailed report utilizing different data mining techniques and methods of analyzing and reporting on large amounts of data. The purpose of this project was to help a restaurant chain, Bubba Gump Shrimp, optimize customer engagement and increase new and returning customer flow to the restaurants. This project was originally completed in December of 2021.

I selected this artifact to put in my portfolio because it displays my ability to combine data that has been recovered and turn it into a visual tool to help understand and recognize trends in the restaurants history. The specific components that showcase my skills are the use of the different types of graphs and diagrams like linear regression models, logistic regression models, Dendograms, and more. I improved this artifact by revising my analysis and recommendations to the management of Bubba Gump Shrimp in a more professional and clearly stated manner. I wasn’t able to access the tools I used to create these diagrams originally so I was unable to include additional or more enhanced graphics to the report, however my review, analysis and next step recommendations have all been revised and improved on.

I did meet my course objectives that I planned to meet with this enhancement by demonstrating the skills and outcomes of designing and delivering a professional-quality written and visual communications that are coherent and technically sound along with using strategies for building a collaborative environment in the field of computer science. I do not have any plans to update my outcome-coverage plans as I believe I have adequately enhanced and achieved the outcomes I set out to achieve originally.

By enhancing this artifact I have refined my skills on professional reporting and analyzing large amounts of data. Sometimes when creating reports it is easy to get bogged down in fine details which causes the messaging to suffer. I have improved my skills in clearly communicating my thoughts in a professional manner to allow the audience to better understand the points being made and my recommendations for improvement.