Data mining with Azure ML - Group projects

You are an executive at a global bike shop Bikeshop International Ltd. Your boss is trying to lower marketing costs while increasing the response rate from marketing campaigns. Your proposal of using data mining is accepted, so you've decided to use Azure Machine Learning.

☝ Group project

Analyze the available data to gain insights into the following areas:

- To gain some basic insights we would like to provide some basic stats regarding past sales. Create a few pivot table reports.

After initial exploring data, your team has to continue analysis with Azure Machine Learning:

- Perform additional visual data exploration with Jupyter Notebook;

- Prepare data (cleaning, feature selection, …);

- Use at least 3 different algorithms to train your model;

- Score and evaluate model and choose the best model;

- Create webservice;

- Use your model on potential buyers;

- Report findings;