**DSO 545: Statistical Computing and Data Visualization Group Project Proposal**

Group Name: Groupname

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Project Description:

We are looking at the historical sales data of a mechanical parts manufacture. We intend to segment its current customers by business size, geographical location, business sector, and acquisition channel. We will then and evaluate the performance of each customer segment, and use this information to inform the marketing department in how to allocate marketing budget with the goal of maximize ROI and total revenue.

Dataset used:

Customer\_revenue\_data.csv (see attached)