Marketing Analytics

A company which wants to keep its business growing up, but it has the problem of insights to go forward. To solve this problem, appropriate data which can show what kind of customers are there; what is the demand of the customers etc. are required to be analyzed. In short, the company’s intension is to maximize its profit and increase the customers satisfaction for the future.

To analyze the data and decide, I will use iFood dataset and python programming languages or tableau for visualization purposes. So, the following procedures will be applied to analyze the data.

**Data wrangling:**

* Identifying gaps in data (for example, empty cells in a spreadsheet) and either filling or deleting them
* Deleting data that’s either unnecessary or irrelevant to the project you’re working on
* Identifying extreme outliers in data and either explaining the discrepancies or removing them so that analysis can take place

**Explore the Data:**

Provide insights, define cause and effect. Provide a better understanding of characteristic features of respondents.

Visualize data using python or tableau

Propose and describe a customer segmentation based on customers behaviors.

I will perform robust exploratory analysis using advanced tools and statistical methods to generate data products to optimize business results (predictive & clustering, models)

Visualize the result using python itself or tableau in different types of graphs.

To precise, in this project the following action will be taken. These are data exploration, segmentation, classification model and business presentation.