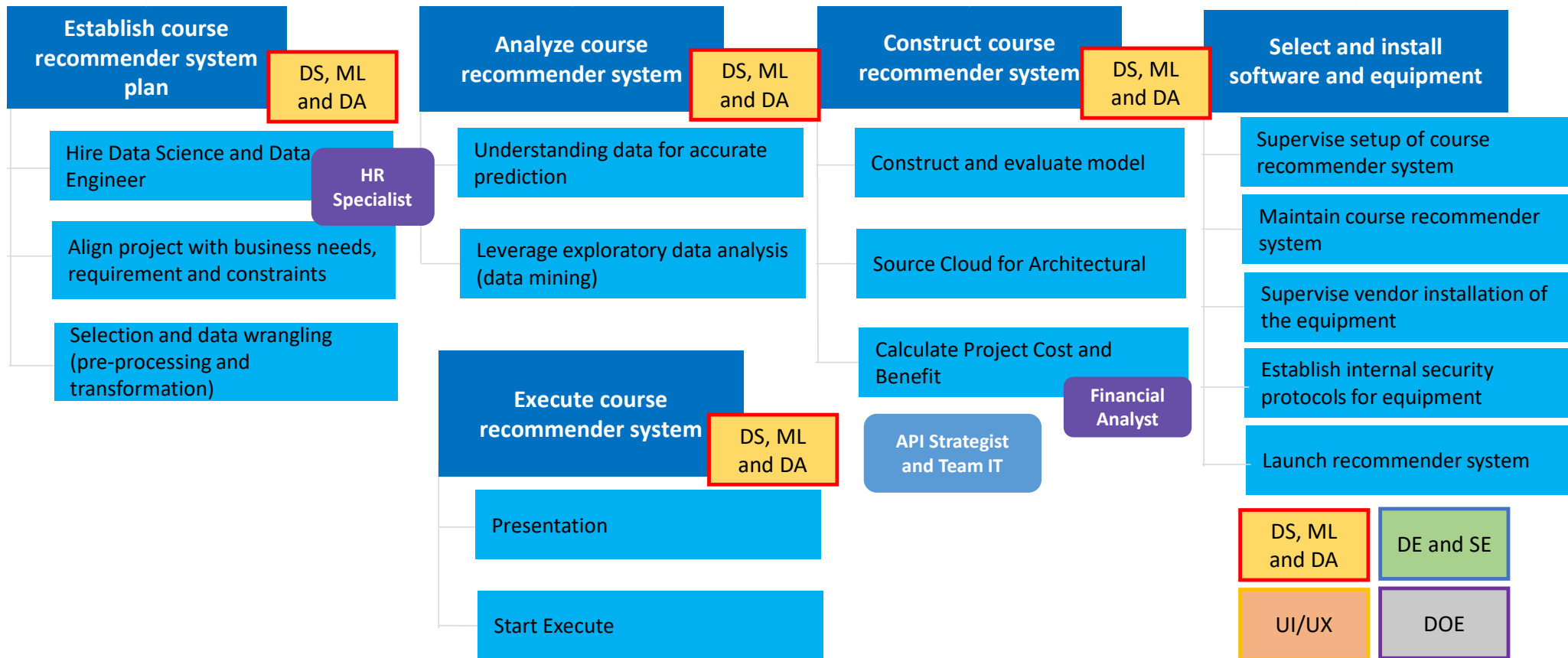


## Project C4U: Course Recommender System



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Promote course recommender system as to assist user in their study journey.

Banner Ads on social media

3 press pieces published in relevant print and online publications

Marketing Promotion Manager

Actively and meaningfully engage the user to generate buy-in and project support.

3 live YouTube focused on transit talks

75% of Users surveyed before launch

70% of top users participate in user outreach program

UI/UX and PM

Establish an experimentation platform - software

Implement A/B Testing

Apply Multiarmed Bandit and Bayesian Optimization

DS, ML and DA

Marketing and TV Ads Campaign

Marketing Ads

Television Ads

Marketing Promotion Manager