Global ABC Company

Group 1

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Team leader: [John]

Introduction

Write a quick introduction about the data, write the difficulties you had while handling the data and what you did to overcome those difficulties.

The domain where the data was from was not known to our team, we do not specialize in medicine, so it was hard for us to work with the data. The data was very difficult to process because of several reasons: it was too large and the file took too long to load. There were too many spaces in the data which made the graphs weird. Given that the graphs were weird, it was difficult to come up with a business case. Also, we think one needs to be from the domain and have expertise in the domain in order to work with such data. You cannot give the data to anybody and anyone and expect them to come with a 'viable' business model, because data can be misinterpreted and it is more to it that meets the eye.

Supporting document with graphs:

https://docs.google.com/spreadsheets/d/1EV22TUPvJgV2nEM1jpYBpJgN9rEbmJW7kTG7Ihqia FM/edit#gid=38038035

Business Problem(s)

In our business plan we concentrate on the establishment of a gym. Since from the studied dataset we have received valuable information that a significant percentage of the adult population in North Carolina is overweight. Moreover, we saw that the time spent with exercise in an average adult's life is very low. We realized that only 61% of the adult population had exercised at least once during the last 30 days, which is unfortunately an extremely low result. Our main goal is to solve the problem of overweight people, and decrease the reported rate of the average weight in pounds in North Carolina thanks to our business idea. Also, we perfectly know that active life and doing sport constantly does not only increase the level of our physical well-being but the mental well-being as well.

Furthermore, we have analyzed the economical income level of North Carolina's population. According to our studies 46,9% of the population had annual income in the previous year higher than 75,000$. This fact is very extremely important for our business plan, since thanks to that we can create a price for our services which could be the most convenient for our customers and for our business as well.

Moreover, we have defined 2 hypotheses, which we study and analyze on the following pages. The stated hypotheses are:
Overweight adults in the state of Carolina do not exercise enough (Yes/No)
A gym and tailored exercising programmes for males and females would be beneficial to improve their weight index (Yes/No).

Business Solution(s)

From the data gathered it was noted that the problem of overweight affected both men and women in North Carolina. However men were found to be more obese than women as

shown on the chart.

The proposed solution for the problem of obesity are

1. Regular exercise

Regular physical exercise is obviously a major key solution to both men and women in order to reduce their body weight.People who are overweight or have obesity should do regular physical activity when they begin their healthy eating plan. Being active may help you use calories. Regular physical activity may help you stay at a healthy weight

2. Drug treatment

People with obesity are encouraged to visit doctors in order to get drug prescriptions and follow up to ensure that the fats in the body are removed and the body becomes back to a normal weight.

3. Change the eating habit

Changing the eating and physical activity habits and lifestyle is difficult, but with a plan, effort, regular support, and patience, you may be able to lose weight and improve your health.

Exploratory Data Analysis

Look at the data, what are the variables that are relevant to you? Do you know who your target market is?

Create pivot tables, what insights can you come up with?

Example: Look at gender, education level, income level

Percentage per gender

Percentage of respondent by Gender	
Male	x%
Female	y%

Table 1.1 - Label of the table

Describe the tables and graphs you insert and what insights you have from them.

Example: Table 1.1 is a pivot table showing the percentage of respondents by gender. You can see on the table that there are x male and y female and from that we can hypothesize that…
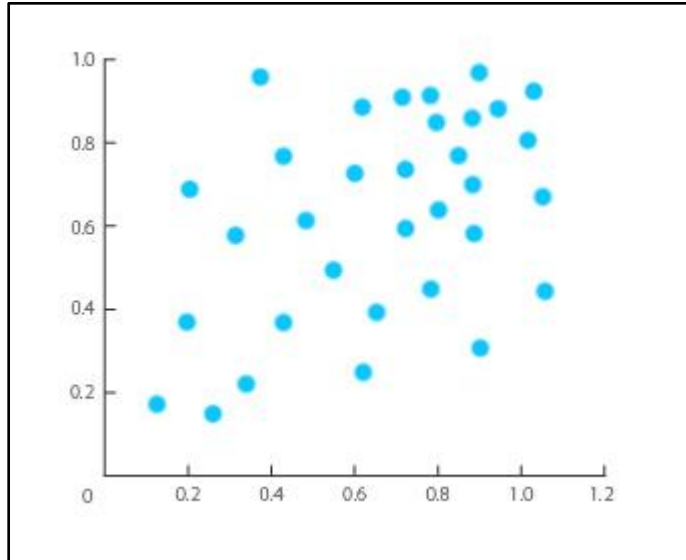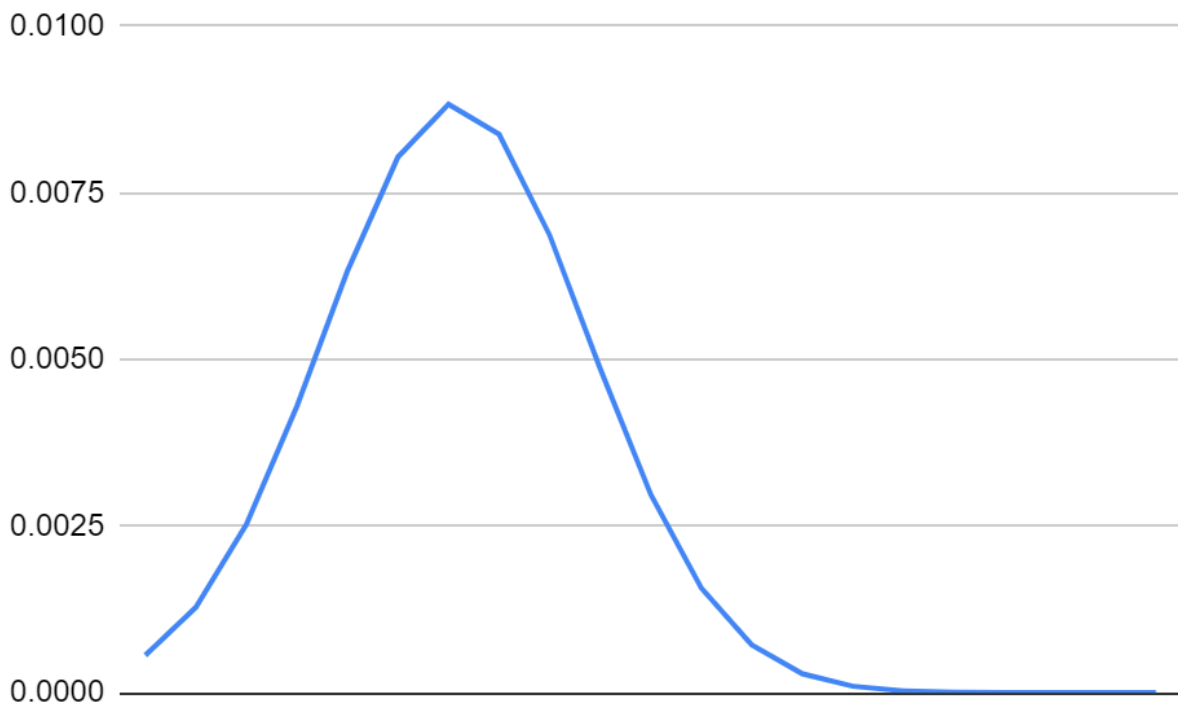
Image 1.1 Scatter plot.

You should describe the plots you do as well. Write your insights as you insert tables and plots.

Normal Distribution

This section you will do a normal distribution which is relevant to your data.

What insights do you find from the normal distribution?

What is the mean and standard deviation or standard error?

Please see the Excel File:

https://docs.google.com/spreadsheets/d/1EV22TUPvJgV2nEM1jpYBpJgN9rEbmJW7kTG7lhqiaFM/edit#gid=38038035

Target Market

Now that you've done the analysis, who is your target market? Explain why this is your target market.

Our target are overweight adults in the state of Carolina, both male and female

Conclusion

Expose your insights, what did you learn about the data?

It was difficult to work with this data, because we are not from the field. It is easier to work with the data when we have the expertise from the field. Otherwise given data to anybody can be dangerous and lead to flawed conclusions and plans.