**Section 4: Business Analytics Solution (flexible length)**

In this section, you will use one or more datasets to show the client organization how you solve

the business problem by business analytics approach. You are expected to use at least two data

mining techniques you learn from this course (e.g., predictive modeling, classification,

association, text mining, etc.) to show the client organization that your solution can be used not

only for descriptive and visual analytics, but also for advanced data analytics that can help the

organization make better decisions and ultimately improve their performance.

You can use Tableau, Excel, or other data visualization tools for descriptive analysis. However,

you must use SPSS statistics and SPSS Modeler for the data mining parts. In case that you use

any additional programming/scripting languages (e.g., R, python, etc.), discuss with the

instructor in advance. The body of your report should contain results of the analysis, some

graphs (if applicable), some tables (if applicable), and implications of your business analytics

solutions for the client organization. Keep in mind that most of the clients are not business

analytics experts. Avoid using too much technical jarg.

**What is the Project?**

This one section of the Project, I completed cluster analysis using SPSS modeler and the result in the power point and excel sheet, I NEED YOU to interpret the data and diagrams result from the cluster analysis to determine that the ballpark location close to city downtown help to increase the attendances. I completed the cluster analysis on the SPSS modeler, and I placed the result on the PowerPoints and the excel sheet.

I need to write one or two pages to INTERPET THIS RESULT this data and diagrams to show that the distance from downtown to ballpark play important role in increase attendances. Please using the charts, I provide to complete this section.

You do not need to run SPSS or any other modeler only interpret what I provider according to the