***LINKS TO POSSIBLE DATA SETS FOR CLASS PROJECTS:***

Below are some links to data sets that might be useful for the class project. This list is by no means exhaustive.

CMS Wire link to analytics data:

<https://www.cmswire.com/digital-marketing/6-datasets-for-marketers-should-know-about/>

Kaggle Marketing Datasets

<https://www.kaggle.com/datasets?sortBy=relevance&group=all&search=marketing>

Springboard Public Data Sets

<https://www.springboard.com/blog/free-public-data-sets-data-science-project/>

Dataworld

<https://data.world/datasets/marketing>

UC Irvine Data Repository

<https://archive.ics.uci.edu/ml/index.php>

U. of Chicago Kilts Public Data

<https://www.chicagobooth.edu/research/kilts/datasets>

Column Five Media

<https://www.columnfivemedia.com/100-best-free-data-sources-infographic>

USDA Economic Research Service

<https://www.ers.usda.gov/data-products/>

American National Election Studies

<https://electionstudies.org/>

Austin Energy Data Sets

<https://austinenergy.com/ae/about/reports-and-data-library/data-library>

BLS Consumer Expenditure Surveys

<https://www.bls.gov/cex/>

UT Library Databases

<https://guides.lib.utexas.edu/az.php?a=all>

WRDS (requires an account)

<https://wrds-web.wharton.upenn.edu/wrds/>

General Social Survey

<https://gss.norc.org/>

Michigan Survey Research Center Data

Customer Surveys: <https://data.sca.isr.umich.edu/>

Income Dynamics: <https://psidonline.isr.umich.edu/>

Google Political Advertising Dataset

<https://console.cloud.google.com/marketplace/details/transparency-report/google-political-ads?filter=solution-type:dataset&filter=category:advertising&id=0c422e45-5809-4373-b2f4-ce31204c2f4c>

Yelp Data Set

<https://www.yelp.com/dataset>