

# Brainstorm

## 1. [Store Dataset \(Walmart\)](#)

- a. Retail analysis with Walmart Sales Data
- b. Factors & levels
  - i. CPI
  - ii. Temperature
  - iii. Holiday\_flag
  - iv. unemployment rate
  - v. Fuel price

## 2. (Signature) Basketball Sneakers dataset

### [Dataset1](#)

- a. Different factors that would affect the sales of sneakers (celebrity influence etc.)
- b. Potential factors: brand of the shoes / # of followers of the respective player / nationality of the player
- c. Factor levels
  - i. Brands
  - ii. Shoe style

## 3. [UFC: Fighter vs tko\\_ratio](#)

- a. What factors influence boxers' tko ratio and win rate.

## 4. Soccer

## 5. Trip: the factors impacts people to choose a travel destination

## 6. Employee Efficiency/satisfaction? - from big companies

# Proposal

## Instructions:

1. Define two problems that your group considers working on. These problems should have a performance measure or outcome.
2. Come up with levels and factors that impact the performance measures.
3. For each problem you defined above, using a fishbone diagram, visualize your performance measure and causes (factors). This means that you will present two separate fishbone diagrams.