RITDATABI Final Prediction Project

This is a group project!

**Due Dec 6, 2024** end-of-day: Group membership and subject of study

**Final deliverables due Dec 17** end-of-day

Predicting the future: Use Statistical and Analytics tools to forecast what will happen with a company, product or brand

1. You may choose your own groups members. Ideally, each group will have between 3 and 6 people!
2. Identify a product, brand, company or industry of your choosing, and find/gather a dataset to work with. This could be social media data, financial data, whatever you might locate.
3. Using tools and techniques from this semester (or beyond) to understand the current status of the company, and forecast the success of this product, brand, company or industry for the next two years.
4. Use a visualization tool (say Tableau) to help communicate your findings.

Write a 4–5-page executive summary to explain your predictions, incorporate these visualizations and give a concise descriptions of the potential for this product, company or industry.