EECS 731 – Ideas

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I believe the data that we are manipulating could be used by corporations in a multitude of ways. First, being able to spot what events caused the traffic to increase enormously, could help with knowing what kind of advertising to focus on, or what kind of major events will bring attention to the brand. Secondly, I believe companies would be able to benefit from spotting the anomalies that are present and would be in a better position to respond to such anomalies.