Lightning Presentation
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8th July 2017

Main interests are Technology, People and Music

Problem: Cryptocurrencies are a high risk investment, how can we utilize public speculation to alleviate some of the ambiguity and predict the price?

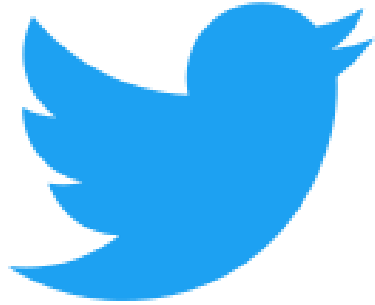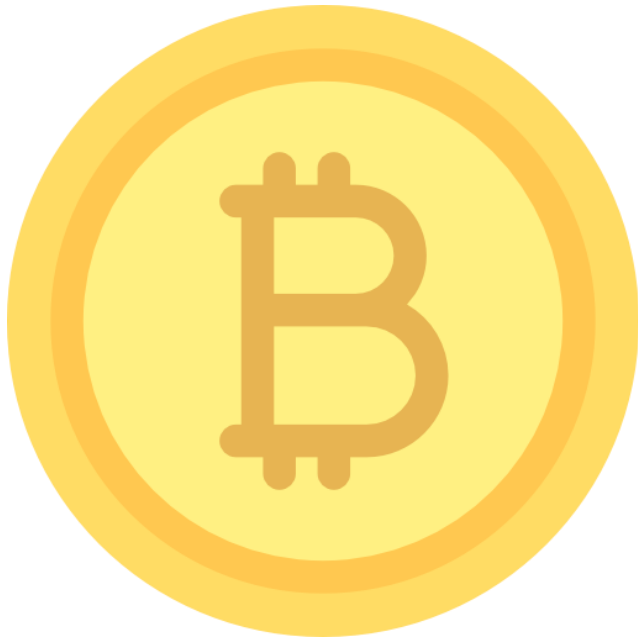| 1h | 12h | 1d | 1w | 1m | 3m | **1y** | All |

Jul 7, 2016 to Jul 7, 2017

- Extremely volatile
- Attempting to find a correlation between the price and speculation
- It matters to anyone who is potentially looking into blockchain or cryptocurrencies as a whole

coindesk

Data: Publicly available historical pricing and twitter APIs

- Bitcoin and Ethereum datasets are publicly available on Kaggle
- Twitter API could be used to gain news on blockchain/cryptocurrencies
- If the presence of a relationship can be established (or the lack thereof) it can be considered a success

Null Hypothesis:
There is no relationship between news on cryptocurrencies/blockchain and the price of the most famous cryptocurrencies

Problem: With privacy issues on the rise, how can digital marketers paint an accurate picture of who their target user is just based on user behavior

- Consent to background data collection is almost the norm these days
- However, voluntary input of a user's demographic is generally harder to achieve
- Attempting to find out what demographic a customer belongs to without explicitly inconveniencing or asking them
- Digital marketers, analysts, strategy heads etc.

Data: TalkingData Kaggle Competition

- TalkingData is China's third largest mobile data platform
- 350 million data points from Chinese users
- Getting demographics based on app usage, geolocation and mobile device properties can be considered a success

Null Hypothesis:
There is no relationship or correlation between app usage or mobile device properties which can determine the demographic of a user

Problem: As an aspiring artist, I would like to be able to achieve viral success, but with so many artists to compete with, how can I generate an original but viral song?

- The music industry is extremely competitive, how can you achieve critical acclaim through differentiation (or lack thereof) in this day and age?
- Attempting to find a correlation between the lyrics of songs and how famous they got
- If we can make a song out of the most famous lyrics in the past couple of years, it would probably have a higher chance of success

Data: 55,000+ Song lyrics and Now That's What I Call Music Tracklistings (60 albums)

- Both datasets publicly available on Kaggle and contains full information on artists, lyrics, albums and duration
- If we can find a correlation between the top hits and lyrics used (or lack thereof), it would be a success

Null Hypothesis:
There is no relation between lyrics used and popularity of a song/artist

Thanks for listening!

Q&A