**Capstone Project Proposal**

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Problem to Solve:

* Companies who participate in Google AdWord campaigns, are not certain what their budget should be or whether a campaign will be a successful one.
* In this project, I will create a predictive model that will help companies allocated their online advertising budget for maximum effectiveness and efficiency.
* This predictive model will use historical website traffic data to determine the number of visitors over a given period in the future. We will use this information to evaluate what a website’s traffic would’ve been had no Google AdWord campaign took place. I will then compare the predicted with the actual traffic to evaluate the successfulness of the AdWord campaign.
* I will also use the same approach to evaluate the success of chosen AdWords, then use this system to determine an effective & efficient ad buy.

Client Relevance:

* The client is Compassion Home Care, who is a family run business that offers a number of home-based services for seniors or injured persons needing everything from physiotherapy to personal care. The company has multiple locations in Newfoundland (Canada) and they want to do a Google AdWords campaign to generate awareness & increase traffic to their website.
  + [www.compassionhomecare.ca](http://www.compassionhomecare.ca)
* The client will be using my findings to allocate their budget effectively. They will also use this information to determine the success of their future online campaigns. This will allow them to make the most out of their limited advertising budget.
* Without this information, they have no idea how to determine what kind of results to expect, thereby lack the ability to make a informed marketing decisions.

Data:

* I will gather data from Compassion Home Care’s historical website data by using Google Analytics.
* I will gather keyword data from Google AdWords.