**Python Proposal:** Performing Research into Social Media Websites for Retail Company Advertising Purposes

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**Main Data Source:** <https://www.kaggle.com/datasnaek/youtube-new>

* The data set we have chosen is publicly available and extracts from various sources in regards to the popularity of online news through different social media channels
* We will use this data in addition to legitimate reports on consumer trends to help gather analysis on which channels are currently popular for certain demographics

**Questions to be Asked:**

* What social media sites are currently trending, which ones are big companies using to advertise, what is the preferred method of advertisement?
* Is there a way to distinguish interests and behaviors of most users based off demographic (e.g. age, race, location, sex, etc.).
* What kind of advertising have proven to be most efficient in the past and why?

**Analysis:** We plan on performing statistical analysis based off the data set in addition to using qualitative factors and trends