**Assessing Google Trends Data**

**INTRODUCTION:**

**AIMS AND OBJECTIVES:**

**DATA SET:**

**DELIVERABLES AND SCHEDULE/ TIMELINE**

|  | **Phase** | | |  | | **Days** |
| --- | --- | --- | --- | --- | --- | --- |
| **Phase 0: Analysis** | | | | | | **2.00** |
|  | **Research & Planning** | | | | | 2.00 |
|  |  |  | **Kickoff** | | |  |
|  |  |  |  | | *Discussion with project partners to define scope of work, expectation settings, high level discussion on the project components.* |  |
|  |  |  |  | |  |  |
|  |  |  | **Literature Review** | | |  |
|  |  |  |  | | *Survey and discussion of literature in the given problem of study* |  |
| **Phase 1: Data Understanding** | | | | | | **8.00** |
|  | **Data Filtering** | | | | | 1.00 |
|  |  |  |  | |  |  |
|  | **Data Cleaning** | | | | | 7.00 |
|  |  |  |  | | *We will clean the dataset and extract the useful factors from the link provided.*  *The missing values would be handled using interpolation of the data.*  *Standarization and Transformation might be applied as required.*  Follow-up meeting for review. |  |
| **Phase 2: Exploratory Analysis and Modeling** | |  |  | |  | **12.00** |
|  | **Exploratory Analysis** |  |  | |  | 2.00 |
|  |  | Digging deep into the data structure.  Understanding the statistics measures.  Understanding the data distribution.  Follow-up meeting for review. | | | |  |
|  | **Modeling** | | | | | 10.00 |
|  |  |  | | |  |  |
| **Phase 3: Validation and Visualization** | | | | | | **13.00** |
|  | **Validation** | | |  | | **3.00** |
|  |  | Testing and validating the models and selecting the best one.  Follow-up meeting for review. | | | |  |
|  | **Visualization** | | |  | | **10.00** |
|  |  | Layout Designing and Styling  Follow-up meeting for review  Structure the design  Follow-up meeting for review  Visualization Compliances | | | |  |
|  |  | Functional Testing  Follow-up meeting for review | | | |  |
|  |  | Visualization Deployment | | | |  |
| **Phase 4: Presentation** | | | | | | **5.00** |
|  | **Documentation and Presentation** | | | | | **5.00** |
|  |  | Written Documentation | | | |  |
|  |  | Prepare Presentation | | | |  |
|  |  |  |  | | ***Project Effort*** | **0.00** |

