**Assessing Google Trends Data**

1. **INTRODUCTION:**
2. **AIMS AND OBJECTIVES**

The aim of the project is to develop a methodology to predict macroeconomic indicators such as GDP and monthly retail sales with real-time data source, Google Trends. Keywords from the google would be identified which will serve as the predictors for nowcasting the GDP and monthly retails sales.

* 1. **Key Objectives**

The key objectives are as mentioned below:

* Nowcasting the macroeconomic indicators like GDP and monthly retail sales using real time data.
* Prediction of GDP will be at national level and will be industry wise.
* GDP nowcasting will be quarterly.
* Nowcasting for retail sales and digital sales will be monthly at national level and as per the industries.

Keywords will be searched from Google Trends

website: <https://trends.google.com/trends/?geo=CA>, and will serve as the predictors for nowcasting the macroeconomic indicators.

* 1. **Methodology**

**DATA SET:**

**DELIVERABLES AND SCHEDULE/ TIMELINE:**