

Capstone Three: Preview Project Ideas

Lindsay Truax

Project Idea 1: Coffee Shop Sales

Problem

Coffee can be extremely addictive, but depending on the drink, some items are not being sold as often. To optimize sales, I want to analyze the sales data of coffee shops to determine which drinks should be removed from the menu. This would allow us to add seasonal drinks or evaluate if the current menu is ideal. Additionally, we aim to verify whether sales are increasing and ensure that coffee shops maintain consistent revenue.

Approach

Organize the data, analyze the sales of each drink, and compare which items generate the most profit. Use multivariate time series analysis to evaluate sales across different coffee shops.

Note: Multiple dataframes may need to be combined.

Project Idea 2: Improving Public Transportation Sales in London

Problem

London is a popular tourist destination in the UK. The goal is to analyze each form of public transportation to better distribute traffic and tourism across different modes of transport.

Approach

Organize the data, identify the various transportation options, and analyze the costs and potential marketing strategies. Determine whether specific transportation modes should be expanded (e.g., adding more lines) or if pricing adjustments are necessary. Explore ways to market public transportation to tourists effectively.

Project Idea 3: Improving Bike Share Usage

Problem

Public transportation in many US cities is often perceived as slow or expensive to improve. Increasing bike share usage could enhance both urban health and transportation systems. The objective is to analyze bike share usage in different cities.

Approach

Organize the data, verify how often bike shares are used, and compare usage patterns across cities. Identify cities where bike share programs could be expanded. Assess whether increased marketing efforts could inspire more people to use bike share programs.

Project Idea 4: Amazon Reviews on Foods

Problem

Minimize issues related to fine food products sold on Amazon and determine whether these items are worth their cost.

Approach

Organize the data, compare reviews of various food products, and analyze negative reviews. Explore whether positive reviews could inspire future marketing strategies.

Title	Coffee Shop Sales on less sold coffee drinks	Improving public transportation Sales in London	Improve bike share Usage	Amazon Reviews on Foods
Data Link	https://www.kaggle.com/code/ahmedabbas757/coffee-shop-sales/input	https://www.kaggle.com/datasets/codebreaker619/london-public-transport-data-by-type-of-transport	https://www.kaggle.com/datasets/timknight1/12-months-of-cyclistic-bikeshare-data	https://www.kaggle.com/datasets/snap/amazon-fine-food-reviews

Conclusion:

I really have to decide which dataset would inspire me more because normally my ideas for improving businesses and marketing more into the data.