"I am convinced that Google searches are the most important dataset ever collected on the human psyche" — Seth Stephens-Davidowitz *Everybody Lies*

Travel ✈️

Problem/question: What countries will be the most popular travel destinations this year so I can go somewhere else?

Hypothesis:
Keyword popularity for country searches on Google can predict travel destination trends.

Data:
pytrends library - built on top of Google Trends API

Hofstede & Happy 🌎 :)

Problem/question: Does culture influence happiness?

Hypothesis:
Using Geert Hofstede's IBM study, we can predict happiness scores for certain countries.

Data:
IBM Hofstede data combined with Work Happiness report 2017 on Kaggle

Churn 🐄

Problem/question: When should we reach out to a customer to try to avoid churn?

Hypothesis:
We can predict churn using past customer data.

Data:
IBM Watson Analytics Telco Data Set