**Project DNA**

**Research, Design or Technical Issues Involved or Addressed**

The idea for the application emerges as we see the potential of big data analysis and deep learning. With the current availability of large datasets online, myriad of information can be processed to make strategic decisions for businesses and industries. We look to utilize those untapped information to optimize and enhance the effectiveness of businesses, as well as providing meaningful insights to strategies employed by businesses.

The purpose of this project is to create a branding platform for marketers, entrepreneurs and all those who care about their brandings, whether it be social or market. This project aims to help the marketing teams of businesses in identifying possible strategies, as well as analyzing the effectiveness of marketing campaigns. And with the technology of machine learning, the application can help to adjust and find the best fit of solution for a specific client.

We believe that the project, if successful, can be extended to all kinds of different data types, which will help to empower different aspects of a business organization and industries.

**Goals**

We plan for Project DNA to be an online platform where marketers, entrepreneurs and business owners can easily collect and post data, and be able to analyze the data without actually knowing much about machine learning to help empower business strategies and decision making. We want the users to feel at ease when using the application so that they can focus on the more creative sides of business development and marketing, and can spend less time on the chores like data cleaning and analysis.

**Methods/Technology**

React/HTML/CSS/Bootstrap/JavaScript - Frontend

NodeJS/Express/Python - Backend

MongoDB - Database

Linear Regressions – Machine Learning

**Sub-Teams**

Frontend development primarily focus on the building of UI/UX and design to ensure maximum user friendliness

Backend development primarily focus on the building of web servers using Express, database using MongoDB as well as bridging the frontend and backend with NodeJS.

Machine learning development primarily focus on the algorithms needed to analyze data.

**Sub-Teams**

Computer Science

Integrated Digital Media

Data Science

Business and Marketing

**Partners**

None

**Contact**

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