**Information Seeking**

**1. Data Scientist Job Market in the US:**

**Dataset:** (Shanshan Lu, Oct 2018)

**Terms of Use:** (Kaggle, May 2018)

Data Scientist is considered to be the hottest job of the decade and with ever growing data a naive assumption would be that there will be more jobs for this position in future, however certain analyst predicts otherwise. Thus, it would be interesting to analyze how many companies had hired Data Scientist in 2018, what is the average hiring count and which companies and which states are investing the most in Data Scientist. Also, they have provided data for related positions and thus we can know what different kind of jobs we can get with data-science skills. Apart from that, they have also mentioned skills required by each company for different positions and thus we can know what skills we should acquire if we want to increase our hiring prospects as a Data Scientist.

**Potential Users:**

This data is useful for aspiring data scientist and for recruiters to understand the trend in data-science jobs and key skills required to become a data-scientist.

**Questions:**

* What was the hiring count for different positions and which companies recruited the most?
* Which location has the most opportunities?
* What skills, tools, degrees or majors do employers want the most for data scientists?

**2. NASDAQ dataset:**

**Dataset:** (Yahoo Finance, Oct 2018)

**Terms of Use:** (Oath, May 2018)

Most Investors are living within a cycle that begins with Unadulterated Fear and then moves to Incalculable Greed. These typically occur when the herds of investors race to one option. This data would help us understand the market trend , how it fluctuates and by conducting further research we can analyze how various socio-economic events have affected the stock-market. As a data analyst I can analyze the past trends in stock market and help investors find the best times to invest. We need to look at value and Profit/Equity ratios. Although there are well-developed softwares for analyzing large chunks of market data, analyzing this dataset using tools like Tableau, Excel or using programming languages like R or Python can provide me a good starting point.

**Potential Data-Users:**

This would potentially benefit market investors and help data analyst and market analyst in making an informed decision.

**Questions:**

* What is the average return of equity for each year
* What should be the minimum investment period for returns to be atleast 15% greater than investment amount
* How much time does it take on an average for a bearish market to recover

**3. Black Friday Dataset:**

**Dataset**: (Rouseguy, 2015 Nov)

**Terms of Use:** (Github, May 2018)

Black Friday is one of the most popular days in US, popular for large discounts offered by various brands on this day. From business perspective it is important to have targeted sales, wherein you focus what kind of products should be sold most and what products can generate maximum revenue. In order to know more about customer, it is important to understand their shopping patterns, their needs, their budget, their interest and various other factors. The dataset covers details about what products are sold, their category, cities in which that product is sold and demographics about customer. Thus, I believe it would be interesting to learn about these patterns and get an idea about how to analyze sales of a product.

**Potential Data-Users:**

The analysis will primarily benefit retailers, chain owners and manufacturers to make an informed decision regarding product to be sold and setting its appropriate selling price and profit margin.

**Questions:**

* What type of products are most targeted by customers on Black Friday
* What products churn largest revenue
* Is there a relationship between product’s demand and buyer’s demographics?

**Sources:**

[1] Shanshan Lu, (2018, October 1). Data Scientist Job Market in the US.

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[2] Yahoo Finance, (2018, October 12). NASDAQ Composite.

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[3] Rouseguy, (2015, Nov 22), Black Friday Data Hack,

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<https://github.com/rouseguy/BlackFridayDataHack>

[4] Kaggle, (2018, May 25), Terms of Use,

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