# Capstone Project Ideas

1. Instacart Market Basket Analysis

Which products will an Instacart consumer purchase again?

<https://www.kaggle.com/c/instacart-market-basket-analysis>

Instacart, a grocery ordering and delivery app, aims to make it easy to fill your refrigerator and pantry with your personal favorites and staples when you need them. After selecting products through the Instacart app, personal shoppers review your order and do the in-store shopping and delivery for you. Currently they use transactional data to develop models that predict which products a user will buy again, try for the first time, or add to their cart next during a session

* Predict which previously purchased products will be in user’s next order

1. Santander Customer Satisfaction

Which customers are happy customers?

<https://www.kaggle.com/c/santander-customer-satisfaction>

[Santander Bank](https://www.santanderbank.com/us/personal) is asking to help them identify dissatisfied customers early in their relationship. Doing so would allow Santander to take proactive steps to improve a customer's happiness before it's too late.

* Work with hundreds of anonymized features to predict if a customer is satisfied or dissatisfied with their banking experience to prevent churn
* Predict Churn Rate and offer insights on root cause
* Recommend changes to prevent churn