Springboard Capstone Project Proposal

Issue:
A Great deal of time, effort and money are spent by solar energy companies to find and make households into solar customers. If these companies had a way to determine the likelihood that individuals could be turned from interested parties to solar adopters and customers, this could save a lot of that time, effort, and money.

Proposal:
I propose to analyze customer surveys and determine which customers are more likely to purchase solar array systems.

Data:
I have three datasets of customer surveys, in groups of 'adopters' (customers that have already purchased solar array systems), 'considerers' (customers contemplating purchasing systems), and 'gps' (people who have not yet thought seriously about purchasing systems). Each dataset has from 500-1500 rows of surveys, with from 123-255 questions asked. I propose to use the adopter dataset to train an algorithm on the questions answered, then try and predict individuals in the other two datasets who is most likely to purchase solar array systems.