CAPSTONE PROJECT IDEAS

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Topics

Consumer Reviews of Amazon Products

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Understanding consumer behavior and product performance is crucial for businesses aiming to improve customer satisfaction and market positioning. This dataset, containing detailed product information and review data, enables analysis of customer engagement, brand impact, and sentiment trends. By examining patterns in purchase recommendations, review ratings, and geographic influences, businesses can identify factors that drive consumer trust and optimize marketing strategies.

- **Analyze Consumer Sentiment** : Examine review text, ratings, and recommendations to identify sentiment trends.
- **Assess Brand Performance** : Evaluate product reviews by brand and manufacturer to understand market perception.
- **Investigate Review Behavior** : Analyze the timing of reviews, user locations, and helpfulness scores to reveal engagement patterns.
- **Identify Key Purchase Influencers** : Explore factors such as review titles, product categories, and user recommendations to determine what drives purchasing decisions.

Column 21

Rows 34661

Consumer Reviews of Amazon Products

Real / Fake Job Posting Prediction

AIMS

- **Detect Fraudulent Job Listings** : Use key attributes to classify real and fake postings.
- **Analyze Influencing Factors** : Examine how elements like salary range, company logos, and telecommuting options correlate with fraud.
- **Improve Online Job Security** : Provide insights to help job seekers recognize fraudulent listings and avoid scams.
- **Build a Predictive Model** : Develop a classification model to flag suspicious job postings efficiently

PROBLEM

Fraudulent job postings have become a growing concern in online recruitment, leading to financial and personal risks for job seekers. This dataset contains structured job listing details, allowing for the identification of deceptive postings based on factors such as salary transparency, company profile completeness, and job requirements. By analyzing these patterns, we aim to develop a predictive model that distinguishes real job postings from fake ones to enhance job market security.

Column 18

Rows 17881

Real / Fake Job Posting Prediction

Used Cars

Pricing and demand for used cars vary significantly based on multiple factors such as vehicle type, mileage, registration year, and seller type. Understanding these patterns helps buyers make informed decisions and allows sellers to optimize their pricing strategies. This dataset provides valuable insights into market trends, offering a basis for predictive modeling and price optimization

- **Analyze Market Trends** : Examine price variations based on brand, vehicle type, and mileage.
- **Predict Used Car Prices** : Develop models to estimate fair market value based on historical data.
- **Identify Seller Behavior** : Compare listing patterns between private sellers and dealers.
- **Evaluate Regional Impact** : Investigate how location influences pricing and demand.

Column	Rows
18	371527

Used Cars

THANK YOU