Research Question 2:

How has COVID-19 changed the shopping pattern in the U.S.?

Ideas:

Almost unsupervised learning only.

Monthly data of different categories of retail goods bought from 2018 to 2022.

Check if COVID significantly affected each category of goods by adding a dummy variable “during\_pandemic”.

References:

<https://www.channelbakers.com/blog/how-covid-19-has-affected-americas-shopping-behavior>

<https://www.sciencedirect.com/science/article/pii/S0969698922001035>

<https://www2.deloitte.com/us/en/insights/economy/us-consumer-spending-after-covid.html>

<https://ycharts.com/indicators/us_retail_sales>

<https://www.jagsheth.com/consumer-behavior/why-we-buy-what-we-buy-a-theory-of-consumption-values/>

Potential Problem:

Has been done by many different institutions.

Is prediction doable?

Research Question 3:

Does the number of Japanese Anime significantly affect the studying of Japanese?

Ideas:

Annual data of number of anime available in the U.S.

The audience measurement & rating of each anime.

The number of students who major in Japanese, take Japanese courses, learn Japanese online e.g. Duolingo.

Other variable: number of universities and high schools offering Japanese courses, etc.

References:

Potential Problem:

Data source???