Beyond the Metaverse: the uprise of NFTs

1. Analyze the current state of the art within the Metaverse:

* Blockchain – technology, smart contracts and cryptocurrencies.
* NFTs – tools, marketplaces, promotion, utility and trading lifecycle.

1. NFT market analysis:
   * Analyze the main market performance indicators (traded volume, asset value, crypto price, number of buyers, number of sellers).
   * Forecast the main performance indicators to understand the future and profitability of this market.
2. NFT portfolio analysis:
   * Analyze the main NFT projects to define potential investment strategies.
   * Segment the different projects using standard NFT performance metrics such as traded volume, asset value, community engagement, number of buyers.
   * Understand the different types of collectors by NFT project segment, evaluating their patterns (recency, frequency and money value).
   * Segment the different NFT collectors’ preferences, based on the attributes (metadata) of the NFTs owned.