

# What We Want:

## An Analysis of College Prestige and Virality on Google Trends

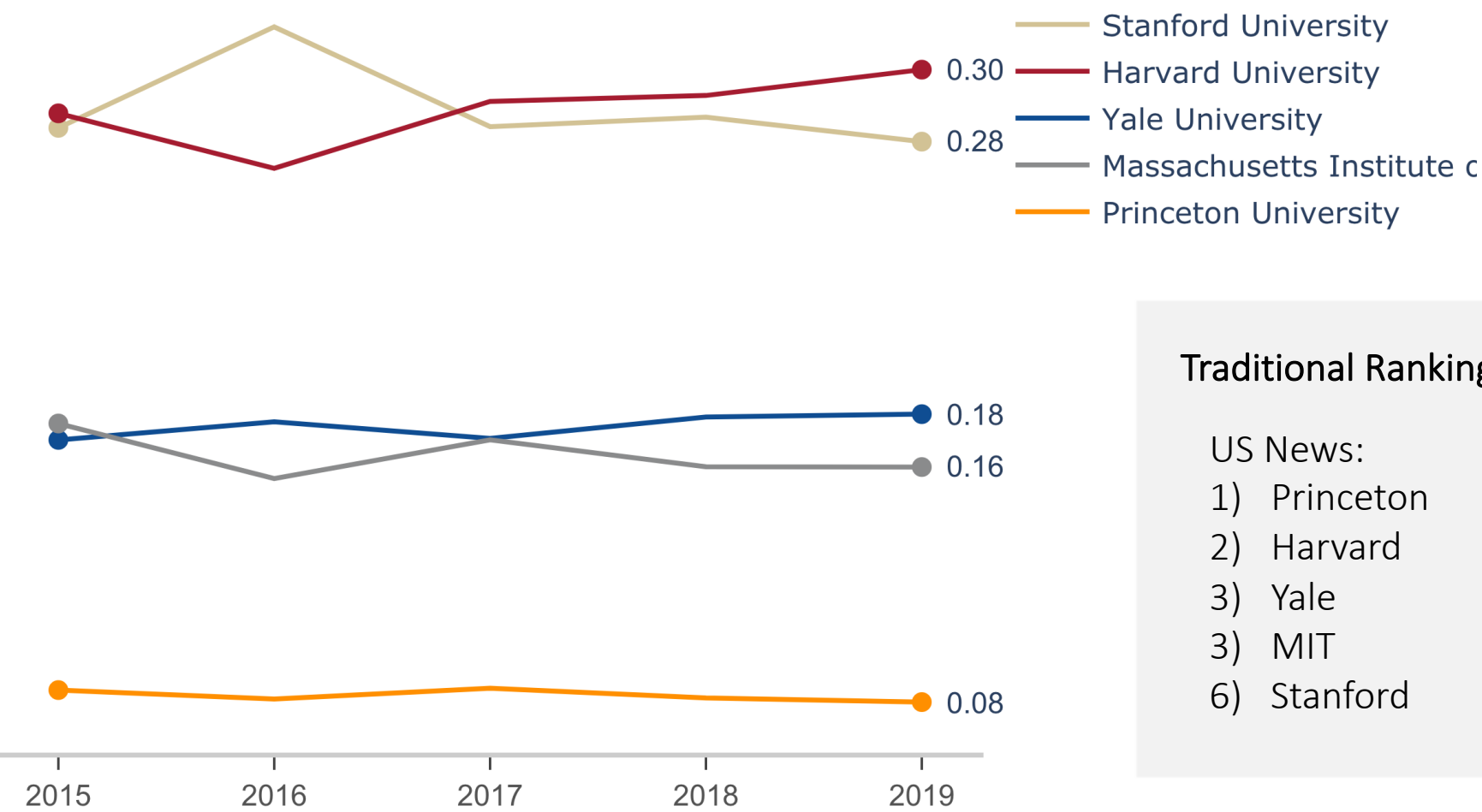


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By: Asher Noel, Geena Kim, Thuan Tran, Jenny Lu



# Global HYPISM College Search Trends



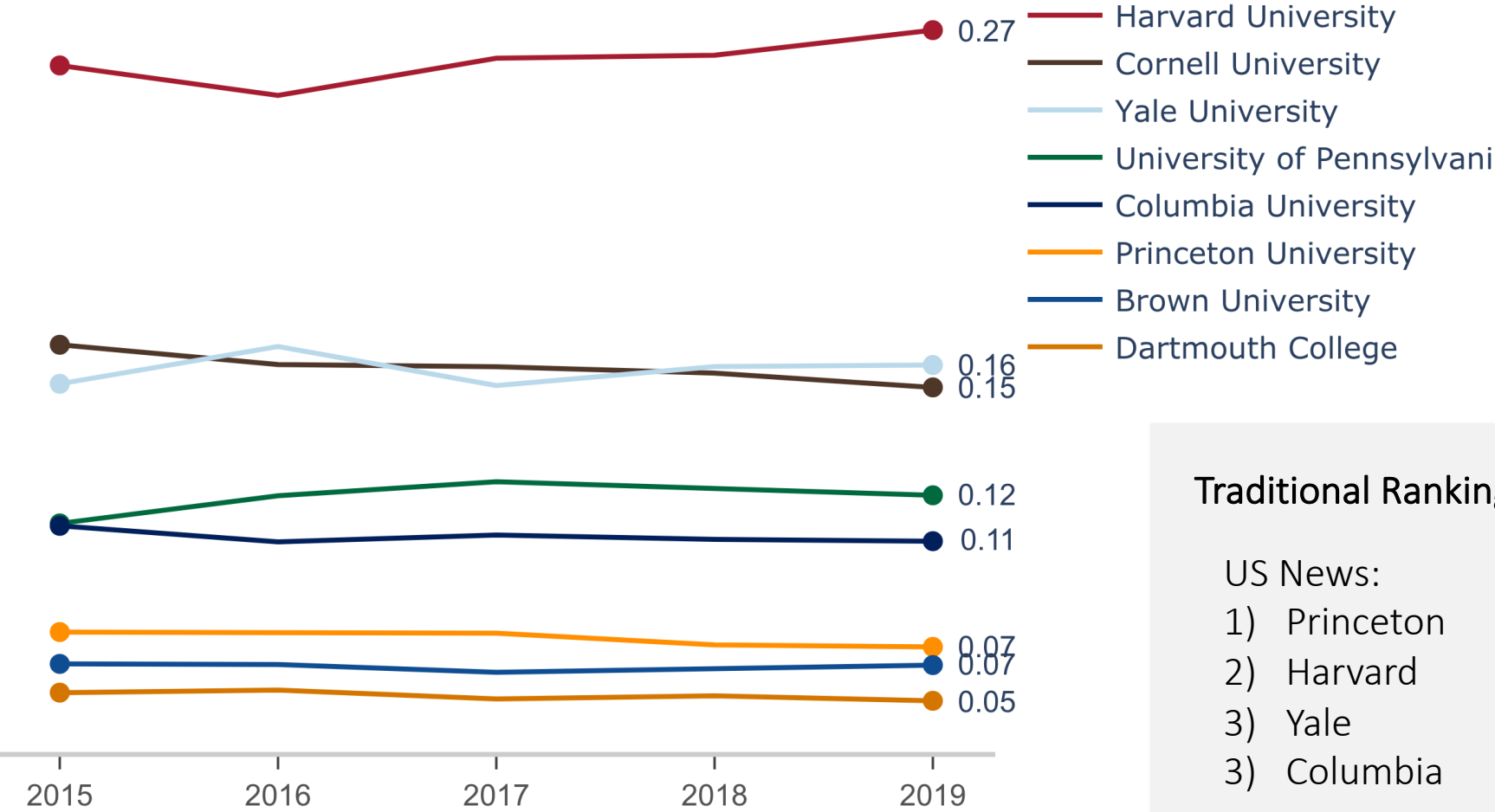
## Traditional Rankings:

- |              |              |
|--------------|--------------|
| US News:     | THE:         |
| 1) Princeton | 4) Stanford  |
| 2) Harvard   | 5) MIT       |
| 3) Yale      | 6) Princeton |
| 3) MIT       | 7) Harvard   |
| 6) Stanford  | 8) Yale      |

Source: Harvard Open Data Project



# Global Ivy League College Search Trends



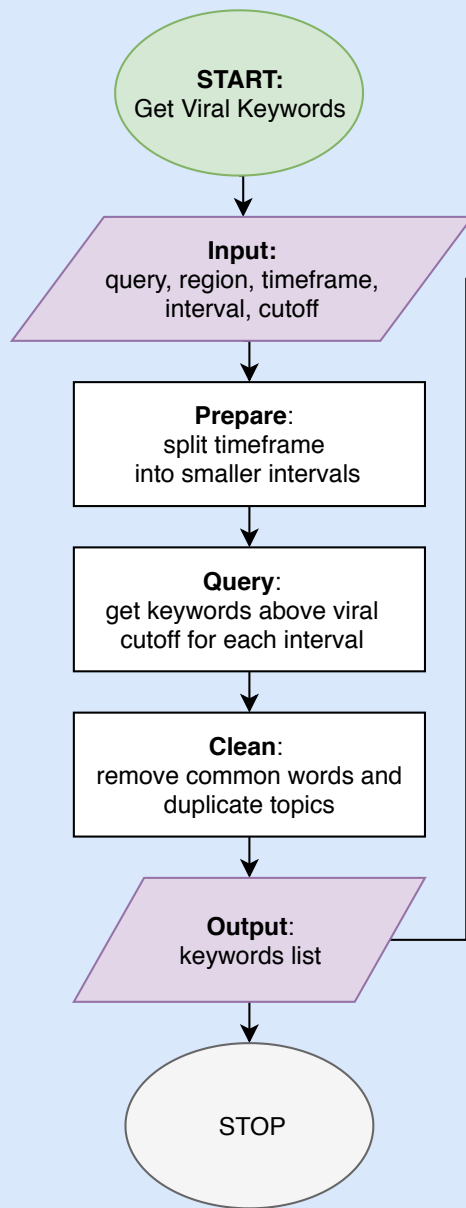
## Traditional Rankings:

US News:

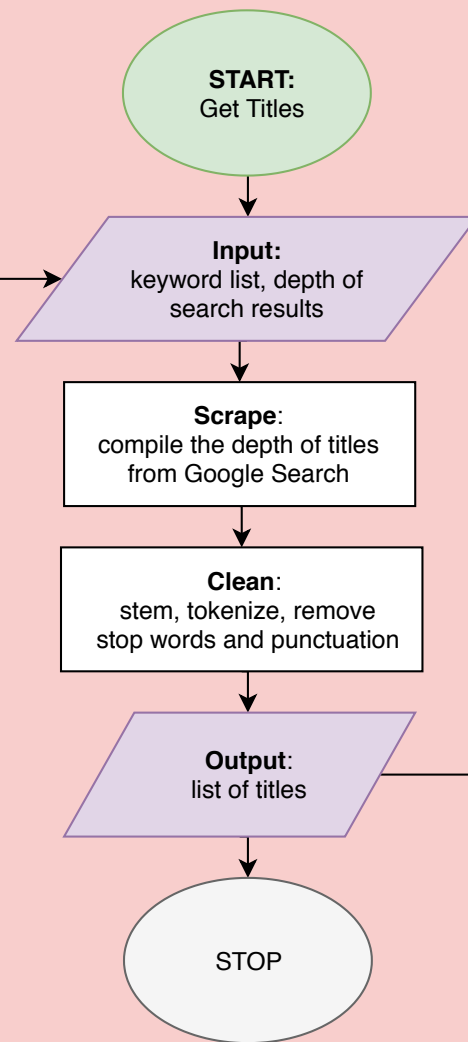
- |              |               |
|--------------|---------------|
| 1) Princeton | 6) Penn       |
| 2) Harvard   | 12) Dartmouth |
| 3) Yale      | 14) Brown     |
| 3) Columbia  | 17) Cornell   |

Source: Harvard Open Data Project





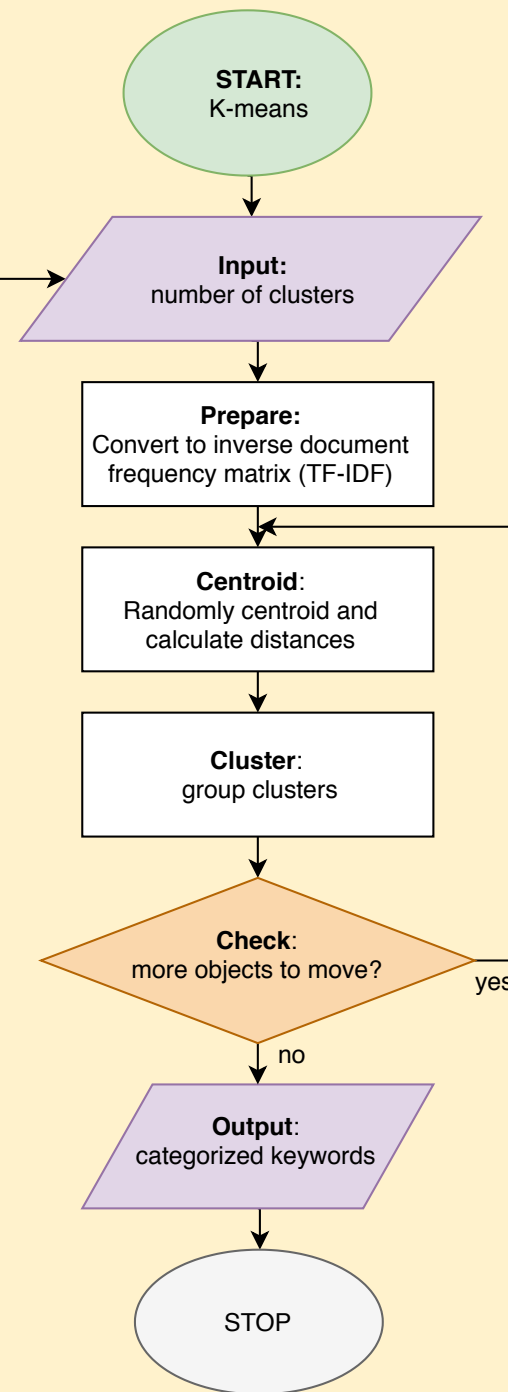
**Repository:**  
[github.com/ashernoel/viral-trends-clustering](https://github.com/ashernoel/viral-trends-clustering)



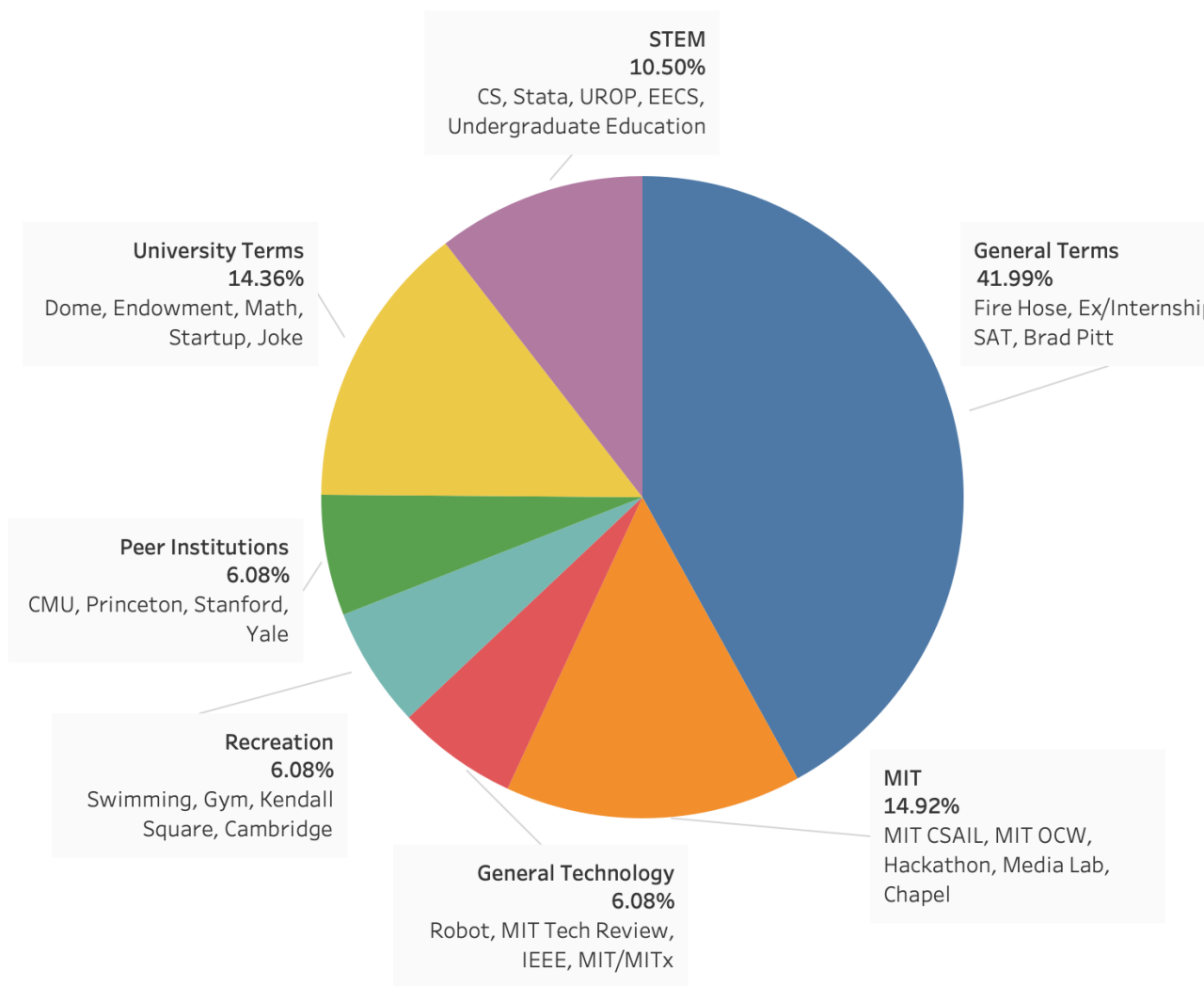
## Viral Clustering

Finding and grouping the viral terms related to a Google Search query over time.

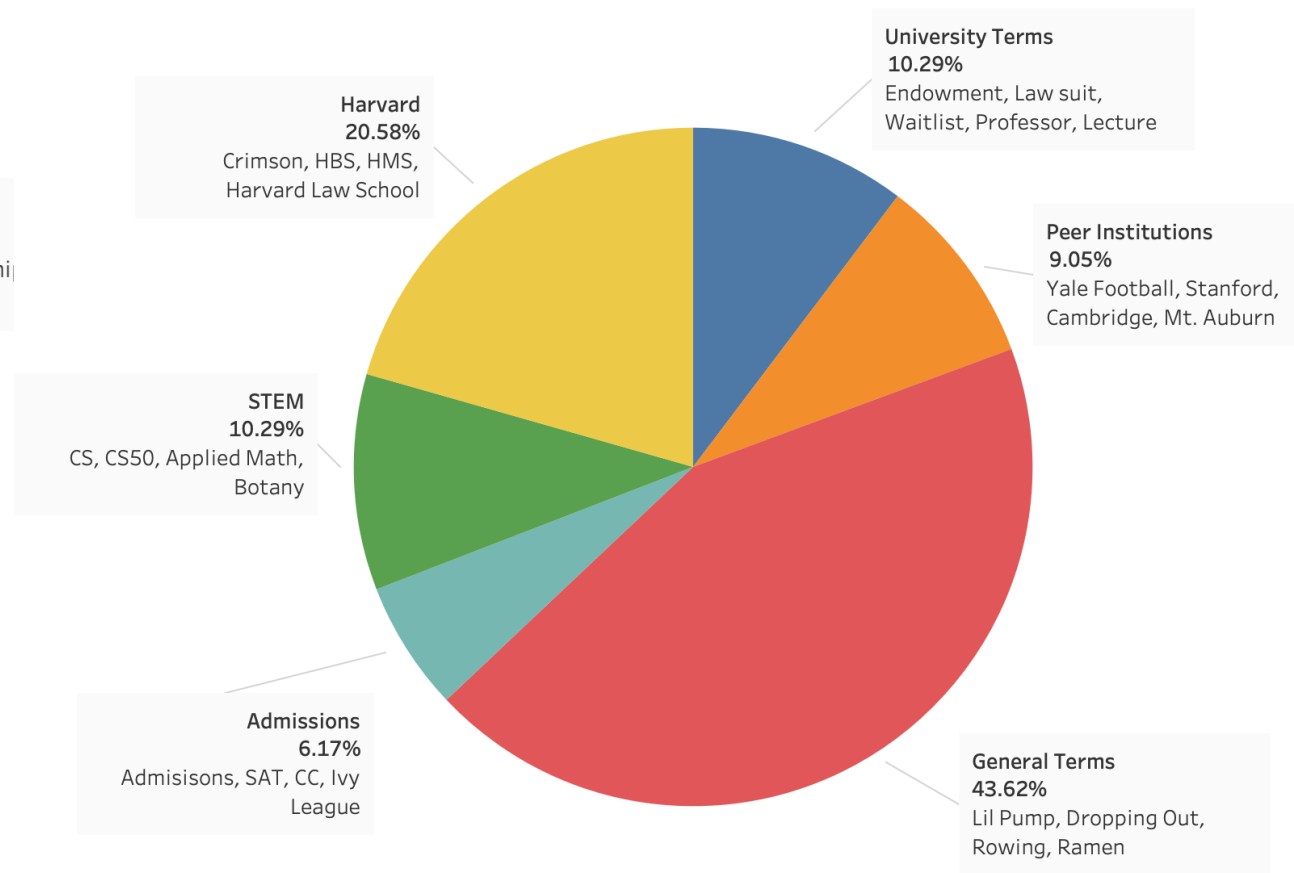
**Tools:** pandas, numpy, pytrends, beautiful soup, sci-kit learn, plot.ly, tableau, nltk.



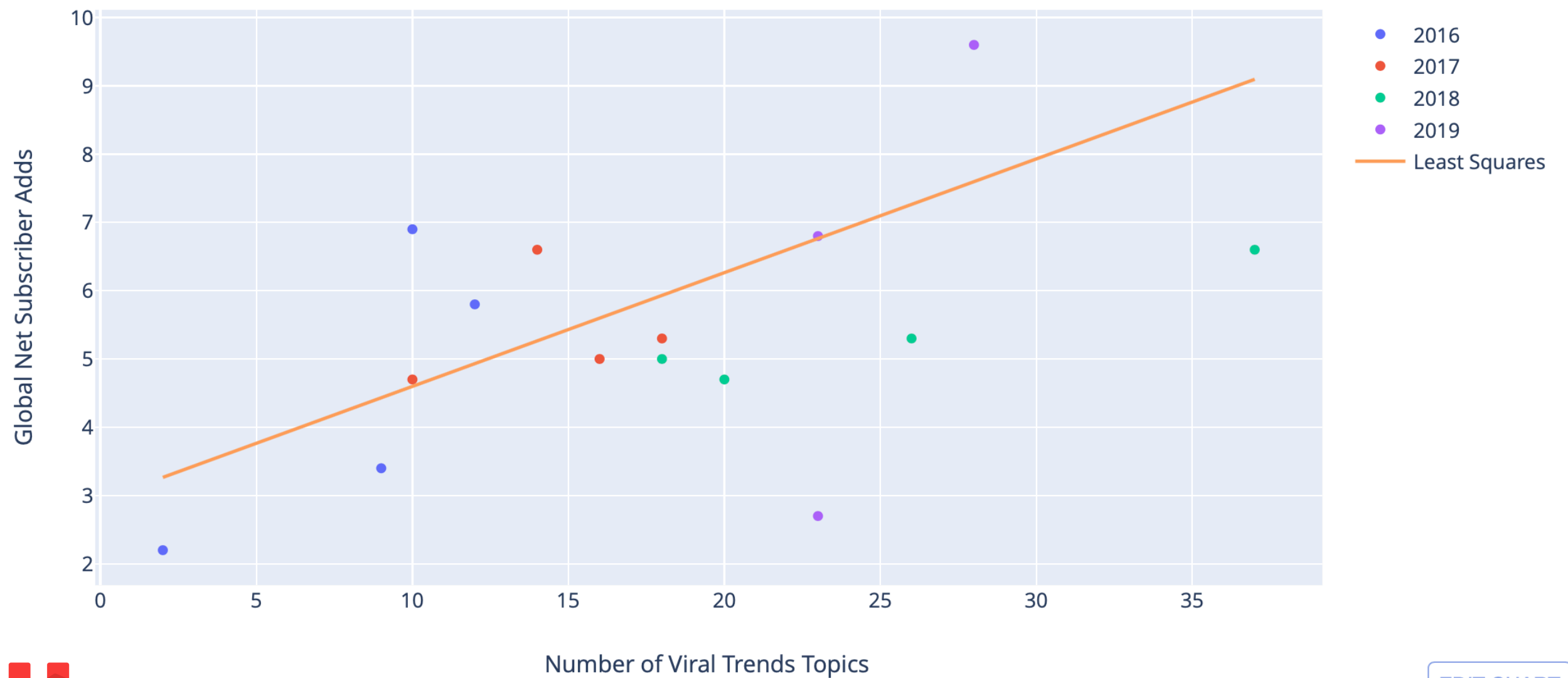
MIT: Related Search Categories, Boston



Harvard: Related Search Categories, Boston



# Predicting Netflix Global Net Subscriber Additions



[EDIT CHART](#)