**CAPSTONE PROJECT PROPOSAL**

October 17, 2016

**Problem and Objectives**

Many small businesses have limited budgets and lack the resources to know where to maximize the ROI of their ad spend without significant trial and error. The objective of this project is to be able to predict where advertisers can maximize their revenue by focusing on demographics of areas that have high demand and propensity to spend.

**Audience:**

* Business owners looking for better geographic targeting for ad dollars
* Advertisers selling ad units can better target businesses

**Data Sources:**

* 2016 Nielsen Consumer Spending Data
* US Census Data

**Methodology:**

Combine the Nielsen data with the census data to better understand the demographics and industry demand of various Chicagoland neighborhoods. Then, analyze and visualize the driving factors to predict how much revenue potential there is by neighborhood and industry for potential advertisers.

**Deliverables:**

* Code used for summary and slide deck on github
* Report summary of findings and analysis