1. **Track popularity prediction of songs using lyrics and audio features, or: what makes some songs popular while others don't?**

   Data: Musixmatch API for lyric database, Echo Nest API for acoustic features of songs, popularity is simulated by using Hot 100 Billboard chart data(according to wiki, it's an integrate index since it includes both streaming, downloading and purchasing).
   Potential customers: Entertainment companies, musicians, Music service providers

2. **How much interest will a new rental listing on RentHop receive?**

   Data: Kaggle
   Potential customers: finance and housing companies, rental companies, platforms like Airbnb

3. **American Red Cross Smoke Alarm Project: where tends to have smoke alarm and predict the next alarm for American red Cross**
   Data: from DataKind provided 13 separate files indicating homefile locations, fire stations information, alarm case records and etc.
   Potential customers: government, fire Stations, housing companies