

Idea's by Simon

Lighting Talk Final Project – Part 1

Idea 1 – Real Estate Keywords

The Problem: To understand where the demand in real estate growth and to determine the undervalued suburbs on where to buy

The Data: Search engine queries, real estate sales data

Hypothesis: Find the correlation of the consumer demand through Real Estate Sales Data and Search Queries to determine the areas of growth in property values

Idea 2 -

The Problem: to determine the growth of the premium search advertising business for the premium team, to better predict future growth of advertising \$\$\$

The Data: sales report data, data and time data file.

The Hypothesis: That the daily metrics and the rate of new account acquisition will work together to drive up the revenue of the

Idea 3- No IDEA!