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DATA 400

Professor Bilen

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Mini Project Proposal

My idea stems from working with my internship beginning in the Fall of 2024. Basically, the company I worked for focused on mobile dining. We would curate pop-up dinner events, hold private events, and provide the food industry with different experiences. During this internship I was exposed to loads of data of customer demographics such as age, state, country and such. I was also able to analyze and experiment with our company’s Meta Business Suite data, which is where the company performed most of its advertising. Through this exploratory analysis, I was able to determine differences between the types of posts, the content posted, and provide insights.

I am still interning with the same company, and we are looking to expand not only geographically, but online as well. This includes the production of branded products of their own, such as in-house crafted sauces, which will be available via online ordering and at the in-person events that they host. My idea is to collect and analyze data from not only the company’s sources but collect data from other companies’ who have developed their own branded products, not on a particularly large scale, to better understand if it makes sense for the company I work for to create branded products, and if so what is the best way to do so.