**CAPSTONE PROJECT, OPTION 1**

**Potential Customer:** Domestic Bank

**Business Question:** Is there evidence to support piloting local financial literacy outreach programs as a method of generating new, moderate-risk customers?

**Starting Data Set:** https://www.consumerfinance.gov/data-research/financial-well-being-survey-data/

**Potential Exploratory Data Questions:**

1. Does a person’s overall self-perception of financial well-being correlate to pursuit of particular financial products (life insurance, credit cards, mortgage, etc.)?
2. Do specific mental models correlate with a person’s overall self-perception of financial well-being?
3. Do specific financial habits correlate with a person’s overall self-perception of financial well-being?

**CAPSTONE PROJECT, OPTION 2**

**Potential Customer:** Corporation which relies on scientists and engineers for value generation and operation

**Business Question:** Is there evidence to support spending on targeted programs to increase employee retention?

**Starting Data Set:** https://highered.ipums.org/highered/

**Potential Exploratory Data Questions:**

1. Are retention rate differences by organization size statistically significant?
2. Are retention rate differences by gender statistically significant?
3. Does continuing education and/or job training appear to have an impact on job satisfaction?

**CAPSTONE PROJECT, OPTION 3**

**Potential Customer:** Solar Panel Manufacturer

**Business Question:** What information should be included on our homepage to encourage potential customers to interact with the rest of the website?

**Starting Data Sets:** https://gis.cancer.gov/tools/uv-exposure/, https://openpv.nrel.gov/index

**Potential Exploratory Data Questions:**

1. What is the demonstrated financial hurdle rate for each region?
2. Does local electricity pricing appear to have an impact on customer purchasing decision?
3. Are there areas with a potential “critical mass” of customers?