**SPRINGBOARD Foundation of data science**

**–Capstone Project Ideas- January 2017**

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My main objective is to acquire the methodology and tools in quantitative analysis in order to discover information hidden in the vast amount of data to make informed strategic and operational decisions. Hence, I would like working on a project related to predictive analytics as well as machine learning.

**1 Market research/ process forecasting:**

Predicting event / discovering key mechanism(s) which lead to business metric (revenue, profitability, default, risk, churn…) as well as improve the product.

**2 Healthcare:**

This project may invoke classification and set up thresholds in order to produce warnings or recommendations from biometric patterns

**3 Customer lifetime value**

In this project, findings might guide to how much an organisation should spend on customer acquisition and support