1. PROJECT NAME:

Graphical Analysis of most popular articles for New York Times.

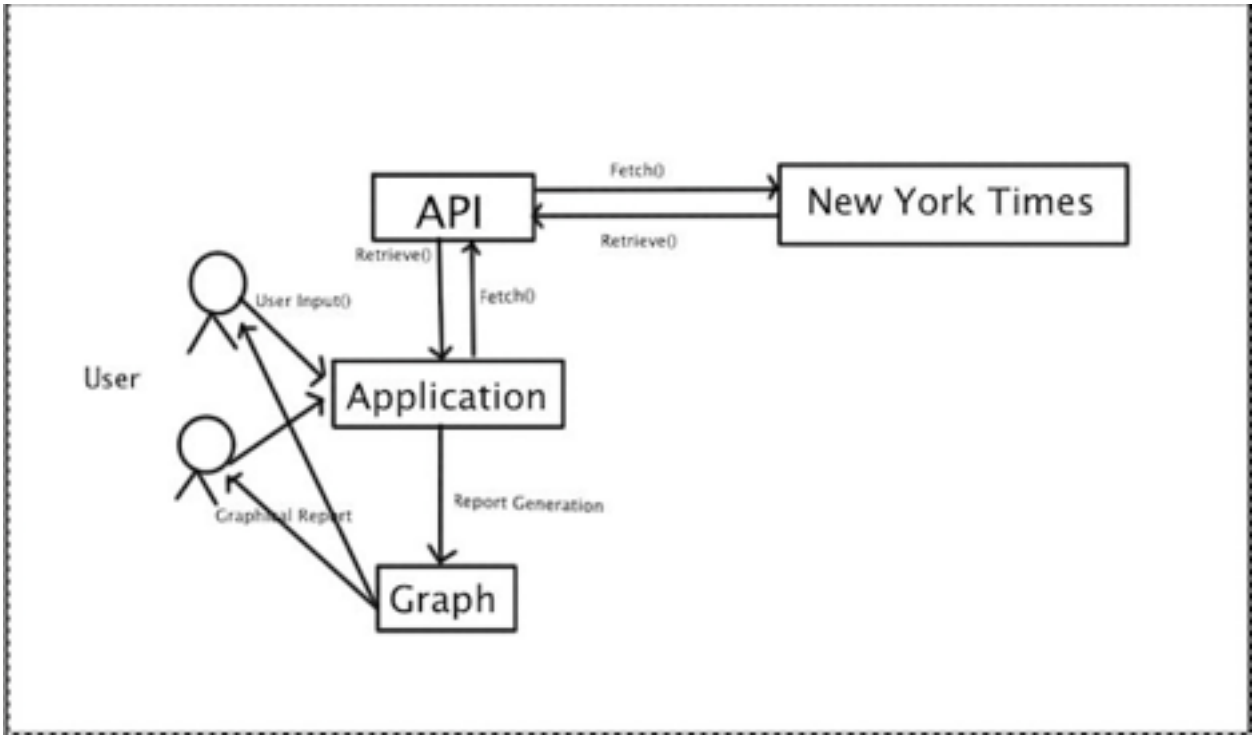
2. PROBLEM STATEMENT:

Build an application for New York Times to provide graphical analysis of most popular articles in a given period of time.

3. ABSTRACT:

Through a search criteria, you can get top 10 events occurred in a specific time interval. This application enables you to get the graphical representation of the popularity of the selected events in the given time interval based on number of hits to read/view the particular event.

4. USE CASE:



5. Pain Points:

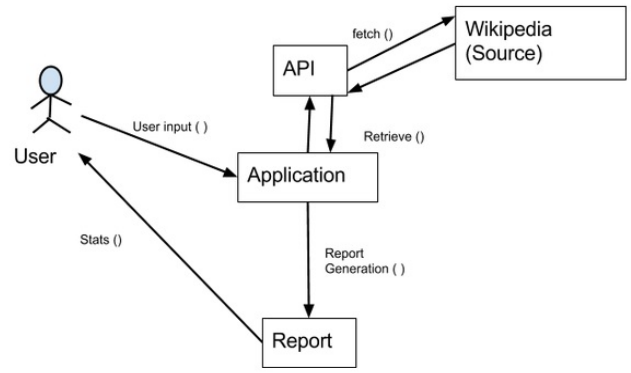
New York does not provide any kind of graphical review interface for representing real time facts. This application requires access to real time events and facts from large temporal databases.

1. Project Idea name : Popularity Stats

Problem statement:
Build an application to give a statistical report on the popularity of an event , person , place.

Abstract:
Wikipedia , free encyclopedia is a source to humongous amount of data entered by thousands of anonymous volunteers across the globe in various languages. This becomes one of the frequent hit sites to get access to this data. The data volume scales across timeline which makes the historical data available. Our application will deploy the necessary API to fetch the views, hits , time span and relevant data to build the popularity report thereby portraying the amount of traffic an event or person or place pulls.

Use Case :



Current pain points (To point out what problem you are attempting to solve) :
With all the information Wikipedia can give , this application would give a additional insight on how many more other audience are interested in the same over the time span selected.

Project Idea Name : Perfomance Previewer for Youtube Channels

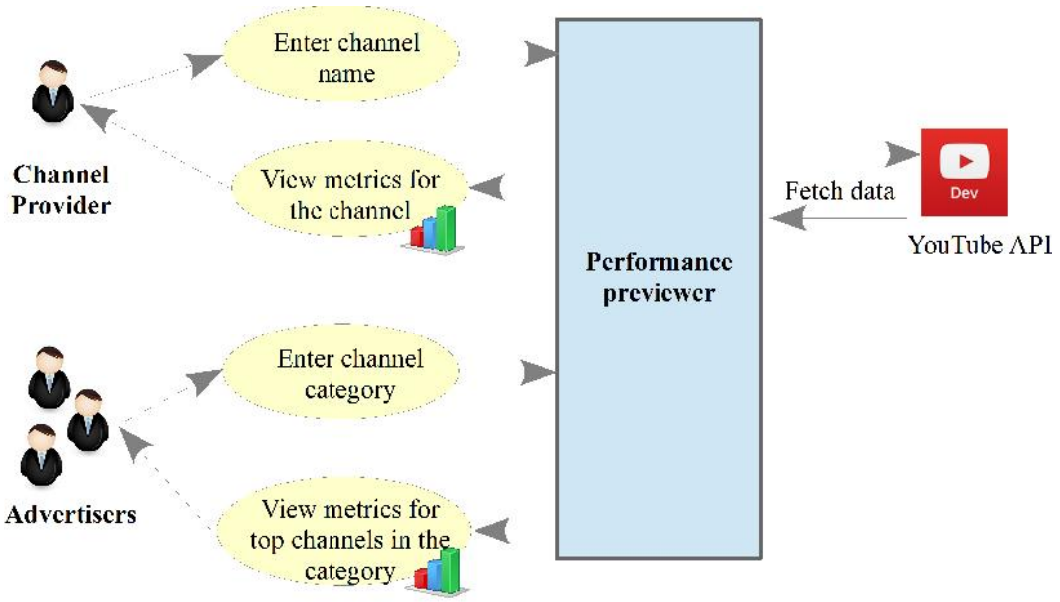
Problem statement (1 sentence)

Build a tool to provide an insight into Channel performance based on subscription and impressions' metrics.

Abstract (max 5 sentences)

Youtube hosts channels such as BBC, NBC, Bryan Adams under different categories such as News, Sports, Movies etc. These channels can have free subscriptions or paid based on the provider's preference. The usage metrics for these channels are a rich source of data for marketing research. This tool will use YouTube APIs to extract usage data such as number of subsciptions, impressions, new subscriptions etc for each channel over a given time slice and provide chart based visualizations. This data can be consumed by Channel providers and advertisers to access customer acquisition and churn.

Use Cases (using personas)



Current pain points (To point out what problem you are attempting to solve)

YouTube does not provide any kind of performance review interface for advertisers, marketing teams, channel providers to analyze channel performance based on usage metrics. YouTube is a huge platform for advertisers and this tool can provide very valuable insights into their data.