

Lightning Presentation

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Topic 1: McDonald's



Background: Can McDonald's further increase sales by cutting down on unnecessary marketing/advertisement?

- A) **Null hypothesis:** There is no relationship between the month of the year and McDonald's revenue
- B) **Alternative hypothesis:** The nearer the month is towards the end of the year, the higher the revenue

Topic 1: McDonald's

- **Dataset:**

<https://www.statista.com/statistics/208917/revenue-of-the-mcdonalds-corporation-since-2005/>

Topic 2: Happiness

Background: Government, organizations around the world are using happiness indicators to inform their policy-making decisions

Factors:

- GDP
- Freedom
- Trust(Government Corruption)
- Family

Null Hypothesis: There is no relationship between a country's GDP and country's happiness level

Alternative hypothesis: The higher the country's GDP, the higher the country's happiness level

Topic 2: Happiness

- **Dataset:**

2017:

<https://www.kaggle.com/unssdsn/world-happiness/discussion/34723>

2015: <https://www.kaggle.com/unssdsn/world-happiness>

- **Questions:**

- 1) How did country ranks or scores change between the 2015 and 2017 reports? Did any country experience a significant increase or decrease in happiness?
- 2) Which factor strongly affects a country's happiness level?

Topic 3: Wine

Background: The data can be used to predict/detect if it will be an excellent or poor wine.

Factors:

- Acidity
- Citric Acid
- Chlorides
- Alcohol
- Sulfur Dioxide

Topic 2: Level

Null Hypothesis: There is no relationship between a wine's acidity and a wine's quality

Alternative hypothesis: The higher the acidity of the wine, the higher the wine's quality

➤ **Dataset:**

<http://archive.ics.uci.edu/ml/datasets/Wine+Quality>

<http://archive.ics.uci.edu/ml/machine-learning-databases/wine-quality/>



Thank You