

Research Questions

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Research Question 1

Research question:

What factors and metrics contribute the most to the success/popularity of a TV show/movie?

Target population:

Entertainment industry / media producers who want to maximize viewership

Motivation/importance:

Help create better shows and movies to benefit both the audience watching and companies who create the media; assist them in determining what factors to focus on

Type of data to use:

Data from Netflix, Hulu, Disney+, PBS Kids, etc. that contains popularity scores, content descriptions, release years, budget, ratings, etc.

Research Question 2

Research question:

What impacts the price of a college's tuition?

Target population:

Prospective high school students choosing a college

Motivation/importance:

Help prospective high school students understand college tuition prices and the “worth” of a college based on the cost

Type of data to use:

Data with college metrics such as population, faculty, alumni, graduation rate, acceptance rate, etc.

Research Question 3

Research question:

What factors cause couples to get divorced?

Target Population:

Couples questioning their marriage

Motivation/importance:

Help couples decide if they should move on from their current marriage partner

Type of data to use:

Data from marriage counselors, lawyers, and church pastors; information about desire to marry, age gap, attractiveness, education, income, and more