**Capstone Project-2 Proposal- Web Traffic Forecasting**

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* What is the problem you want to solve?
* Who is your client and why do they care about this problem? In other words, what will your client do or decide based on your analysis that they wouldn’t have done otherwise?
* What data are you using? How will you acquire the data?
* Briefly outline how you’ll solve this problem. Your approach may change later, but this is a good first step to get you thinking about a method and solution.
* What are your deliverables? Typically, this includes code, a paper, or a slide deck.

The field of time series encapsulates many different problems, ranging from analysis and inference to classification and forecast. There are real-world problems out there corresponding to sequential or temporal observations. By utilizing time series data, we do can help predict future views and answer questions from financial market, pandemic spreading, climate change, et al. Here, we want to forecast the future web traffic.

The web marketing team will be interested in this prediction, since they will be able to take advantage of this prediction model to tune commercials, and targeting potential customers.

The raw data used in this project will be downloaded from, Kaggle.com. “Web traffic” are going to be used as key words for raw data searching.

The first step to deal with the raw data should be data wrangling. Find out the data shape, basic information, and if there is any missing data, which will be filled in reasonable estimations. The next part will be transforming the data table into the format as required by prediction models. Here we will utilize Prophet model from Facebook, only two columns ds and y will be kept for model evaluation. Lastly, a perfect fitting model would be delivered to help forecast future web traffic.