**Idea 1**: To understand and measure the effectiveness of a marketing campaign for a financial institution. The data I will be using is for a Portuguese banking institution interested in knowing based on a variety of factors if the client would be opening a new account and making a term deposit. This analysis will help the bank to effectively tailor their campaign for a client based on their demographic data and mode of communication used.

The data is related with direct marketing campaigns of a Portuguese banking institution. The marketing campaigns were based on phone calls. Often, more than one contact to the same client was required, in order to access if the product (bank term deposit) would be ('yes') or not ('no') subscribed. Data will be accessed from the UCI Machine Learning repository link below

<https://archive.ics.uci.edu/ml/datasets/Bank+Marketing>

**Idea 2**: To predict the potential of a growing social media trend. I will be using data from the UCI ML repo for this. This dataset contains two different social networks: [Twitter](http://twitter.com/), a micro-blogging platform with exponential growth and extremely fast dynamics, and [Tom’s Hardware](http://www.tomshardware.com/), a worldwide forum network focusing on new technology with more conservative dynamics but distinctive features.

<http://ama.liglab.fr/resourcestools/datasets/buzz-prediction-in-social-media/>

**Idea 3:** To accurately predict the result of a soccer game using previous results and other variables around a game including referee, shots on target etc. The dataset I will be using is from the website football-data.co.uk. This will be a classification problem to predict based on the aforementioned factors if the result will be a home or away win or a draw.

<http://www.football-data.co.uk/>