My first Capstone project aims to predict whether an individual earns over $50,000 a year based on demographic attributes. A project of this nature could provide significant value to a variety of clients. For instance, in the absence of information about the annual income of a potential customer, a business could attempt to predict the income bracket of an individual and target the segment that would want the product most.

The data used for this project was obtained from the 1994 Census and  hosted in the UCI Machine Learning Repository (link: <http://archive.ics.uci.edu/ml/datasets/Adult>). My initial approach to this problem will be to first explore the data and examine conditional probabilities to find any obvious correlations. Afterwards, I plan to apply the standard machine learning techniques for supervised classification of logistic regression and support vector machines.

The deliverables for this project will include the code used, a short paper, and a slide deck if necessary.