Capstone 3

A short description of each of the three ideas as a single Google doc has been submitted.

The submission contains three high-level ideas with links to the appropriate data that could be used to support the idea.

The ideas are framed around real-world business problems.

How to allocate marketing budget among different channels to increase product penetration and sales? ● What is the value of our customers now and in X years/months?

● How effective are our marketing strategies?

● How can we characterize our clients?

● What contributes to our clients leaving us?

● What contributes to our clients staying with us?

● What contributes to people becoming our clients?

**Quarterly Data for Asian & Pacific Islander Language Preferences of Supplemental Security Income Aged Applicants (2014-2015)**

<https://catalog.data.gov/dataset/quarterly-data-for-asian-pacific-islander-language-preferences-of-supplemental-securi-2014>

**Is Los Angeles counties increasing house price leading to neighboring counting rise in price. Does pressure force certain counties to rise faster than others. My assumption is yes and area that have more freeways into certain area help increase prices.**

Housing Inventory: Average Listing Price in Los Angeles County, CA

Compare if Los Angeles county lead the price rises in the neighborhood counties

<https://fred.stlouisfed.org/series/AVELISPRI6037>