

Krishna Mohan

Mentor Name: Sneha Runwal

March 7, 2017

01) Movie Trend

This idea intends to show the movie industry trend based on PG Categories, Genre, and Revenue. It will help production houses and research analyst to determine the trend industry has experienced and be able to forecast the future trend.

The dataset will focus on decade trend and aggregate trend with focus on dollar investment by production houses and returns based on box office report.

Potential DataSource: Kaggle, IMDB

02) Startup

Silicon Valley thrives on startup culture. 90% of startup experience the failure. This study will help second round VC and potential job candidate to determine the probability of success of a startup. The key attributes in the dataset will include initial seed funding, duration between serial A and series B. Duration the company is in stealth mode. Overall industry trend.

Potential Datasource: CrunchBase.

Marketing Trend

This idea intent to solve the probability of a customer to signup for specific service based on direct marketing campaign dataset.

Example: Based on dataset about customer various parameters(Age, Account Type, Gender, Bank Balance, Status) what is probability for a customer to signup for new service.

Potential Datasource: University of Irvine

