Motivation:

Our team found an analytic challenge appropriate for this project. This is a real-world example with a tangible reward other than the experience we will acquire using techniques learned during this course.

Another incentive is winning $2200 per person and a 3-day and 2-night trip to San Francisco, CA in March 2019, should we be selected by Wells Fargo after completing this project.

Problem Definition:

Using machine learning, we will create a data product to help individuals optimize the balance between their carbon footprint and quality of life.

By analyzing said data, the team will be able to describe how the data product succeeds mathematically in minimizing an individual's carbon footprint with minimal negative impact on their utility.

The end product is implemented operational code that can be run with any data set provided by the client in order to make accurate predictions for said read-world problem.

Currently, we cannot predict how complicated this project will present itself for our team; we can assume it will be no easy task given the fact that it is an open challenge to individuals currently attending college for Computer Science.