

## **Capstone Project Preliminary Ideas**

### **➤ The Canadian consumer**

- **Dataset source - Statistics Canada household expenditure tables / reports**
- **Problem #1** - Client (a Canadian marketing research company) wants a report on how Canadian household spending patterns have evolved over time.
- **Inspiration** - Data is Plural data set The American Consumer  
<http://flowingdata.com/2015/04/02/how-we-spend-our-money-a-breakdown/>

### **➤ Immigrants, internationally**

- **Dataset source - UN migration patterns from 1990 to 2015 at 5 year intervals for 200+ countries**
- **Problem #2** - Client (a multinational chain of fast food restaurants OR a multinational food retailer) wants to tap in immigrant food market by providing people ethnic cuisine locally. They want a high-level analysis on migration patterns in recent years so that they can make informed decision on where, what and how much ethnic food should be introduced in their restaurants OR supermarkets - depending on the number of immigrants in that area.
- **Problem #3** - Client (an arts and humanities college OR a local museum), is looking for an artistic representation of migration patterns over years - using data visualization techniques which it can put on display - as a way to celebrate diversity. It also wants a thorough analysis of various immigration trends in the world over the last few years and what that implies for the countries, and if possible, a prediction of how migration patterns would unfold over the next decade.
- **Inspiration** - Data is Plural dataset Immigrants, Internationally  
<http://www.iom.int/world-migration>