Course project:

I have the following ideas for my course project.

1. Customer Marketing
2. Product marketing
3. Credit card default propensity
4. Home loan default propensity
5. Weather prediction on rain

Customer marketing:

I would like to analyse the customer website interaction and behaviour of a company to sell the right service/product at the right time to the right customer.

Since the customer data is very sensitive I am not sure how to access from publically available sites. The type of data would be customer demographic data and web interaction data.

Product marketing:

It is very similar to the above. Instead of customer I would use product data. From the company website I would like to understand what products have been selling and not selling.

Credit card default:

I would like to predict credit card default propensity before it can actually happen based on the customer credit card transactions

Home Loan default propensity:

It is very similar to the above. Instead of credit card transaction data I need acquire the home loan repayment data.

Weather prediction on rain:

I would like to predict the probability of rain for a particular week. For this case I would like to acquire publically available data from the weather bureau.