**INFO SEEKING**

**Data Set-1**

1. The Weather Company. (2016). Historical Weather [Data file]. Retrieved from <https://wunderground.com/history/>
2. Data from the site can be used only for personal, non-commercial purposes. However, the data on the site may not be utilized to sell a product or service, to advertise or direct activity to other websites or for similar commercial activities without written consent. <https://www.wunderground.com/legal/>
3. This data set contains details about the daily weather of College Park, Maryland for the past 5 years (June 2011 – May 2016). This data set can be used to study the change in weather of the city and may be even predict what the future weather will be like, basis the trends identified from the data set. It contains interesting data Such as day wise visibility levels, day wise maximum and minimum temperature, daily humidity levels, visibility and wind speeds for the past 5 years. This data set can be used to identify emerging trends in the weather of college park and take development/ecological decisions basis the identified trends.
4. The potential data users would be weather forecasters who use historical data to identify trends and predict what the weather will be like in the future, public utility companies can use the data to monitor the extremes so that they are ready to deliver sufficient electricity or gas, the transportation industry can use the data to monitor road conditions to ensure safe travel. Decision making basis weather data is done across a wide range of offices/industries. The Mayor’s office can use the data before making an important ecological decision, the umbrella/raincoat manufacturing industry can use the data to ensure sufficient supplies at the time of heavy rains, construction companies can use the data to decide the type and quality of material to be used to build a highway.
5. The questions that this data might help to answer are:
   1. By how much has the average temperature increased over the past 5 years, in the city of College Park?
   2. What have the visibility levels been in the months of December and January? Do more street lights need to be installed?
      1. **Note: additional sources needed.** Data regarding the number of accidents in the winter months and the number of street burglaries can be used in addition to the weather data.
   3. How many units of electricity should be produced during the summer so as to avoid wastage but ensuring sufficient supply?
      1. **Note: additional sources needed.** Previous year consumption patterns can be paired with the weather data to arrive at an accurate estimate.

**Data Set-2**

1. World Bank Edstats. (2016). Education Statistics [Data file]. Retrieved from <http://data.worldbank.org/data-catalog/ed-stats>
2. The data is openly available for free and can be used by anyone in any form. <http://www.worldbank.org/en/access-to-information/overview#1>
3. This data set is interesting because it contains 4000+ internationally comparable indicators that describe education access, literacy in adults and children, teachers, population and expenditures. This data set contains data from 1970 till 2016. The data set is interesting because it can be used to directly compare the progress of different nations in the education sector. It can be used as an indicator of success of the education policies of various countries across the world.
4. The potential users and decision makers of this data will be government offices across the world who can use the data to review their education policies. Economists can use the data to see what percentage of the total GDP is being invested in Education and what is it yielding. Researchers can use this data to compare growth of developing nations. Governments of developing nations can use this data to compare their growth with that of developed nations.
5. The questions that this data set might help in answering:
   1. How has the literacy rate for all the developing nations changed over the past 10 years?
   2. What is the teacher to student ratio in developing countries as compared with developed countries?
   3. How much of their respective GDP’s have countries spent towards education? Does increasing funding for education correlate directly with higher literacy rates?
      1. **Note: Additional sources needed.** Data specific to the GDP of a country might be needed for a more accurate estimate.

**Data Set-3**

1. [Moro et al., 2014] S. Moro, P. Cortez and P. Rita. (2014). A Data-Driven Approach to Predict the Success of Bank Telemarketing [data file]. Retrieved from <http://archive.ics.uci.edu/ml/datasets/Bank+Marketing>
2. The data set is publicly available for research.
3. This data set is related to marketing campaigns of a Portuguese baking institution. This data set contains demographic details, loan details, the frequency and the way in which the customer was contacted along with the customer’s final decision to purchase the product (bank term deposit) being offered by the bank. This data is interesting as it will allow us to study what are the characteristics of users that make them more likely to invest in a bank term deposit, optimal number of times a customer should be contacted for a successful conversion etc. The study of this data set can be used by banks for a successful campaign in the future.
4. The potential users and decision makers for this data set would be banks across the world looking to run a campaign for their products and offerings. They can use this results from the study on this data set to narrow down their target customer base so that better results can be obtained much quicker and with minimum resources.
5. The questions that this data set might help in answering:
   1. What is the optimal number of times a customer should be called to sell a product before moving on to the next customer?
   2. What are the demographic characteristics that have a high correlation with successful purchase of the product being pitched?
   3. What is the average bank balance of the people who subscribed for the bank term deposit? How likely is it for a person with a loan to subscribe to the term deposit?

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