

Capstone project Ideas

Springboard Foundation

#1 Predictability study to find out if a customer will sign up for term deposit or not.

The Bank has been given a task to increase its liquid asset which can be accomplished by signing up for more term deposit accounts. In order to accomplish this bank has to identify its potential clients based on some criteria and launch a marketing campaign to get responses from perspective clients. Bank has data with results from similar campaign which was run in the past. Based on that, a prediction has to be made if a customer will sign up for term deposit

#2 Movie Recommender System.

Goal is to find some kind of information for users (audience, production houses) on movies based on different attributes like ratings, success, profit etc.

#3 Rank the reasons for startup failure.

This will help potential VC, job seekers or who so ever want to get involved in a startup to have some idea on the success of the startup based on the current phase/situation the startup is in.