Wells Fargo Campus Analytics Challenge: Live Green and Live Happy

The motivation of this project is to accelerate the transition to a low-carbon economy. Taking individual actions can encourage collective responsibility to help achieve environmental sustainability.

The aim of the project is to use machine learning to create a data product to help individuals optimize the balance between their carbon footprint and quality of life. Using the data set, creating a machine learning algorithm that minimizes carbon footprint for each customer while maintaining their total quality of life. This project wants to analyze data to recommend environmentally-friendly changes to everyday actions without lessening individuals' quality of life. The aim of the project to find quality substitutes for activities that are high carbon emitters without reducing the happiness and utility that the individuals in the data obtain from these activities.

The data gives a peak into the lives of 1,000 individuals who rated several everyday activities (taking a long shower, driving a car, etc.) on a scale of 1-100 based on how important those activities are to their daily lives.