**3 Capstone Project Ideas – Seema Patel**

**1.** Problem/Hypothesis: In the digital age, if customer satisfaction of the user experience on the company app is relatively low, the possibility of it hurting your overall brand image is high

Solution: Understand what marketers can learn from top trending apps content and overall reviews to ensure ongoing customer satisfaction via their mobile app to increase app (and brand) popularity

This project aims to look understand how content and overall user reviews/rating affect and influence top trending apps. Is there a direct correlation? How can marketers who have apps that are not trending increase positive sentiment and overall popularity? What can we learn from apps that are trending from customer sentiment standpoint?

Dataset:

<https://www.kaggle.com/ramamet4/app-store-apple-data-set-10k-apps>

**2.** Problem: Airline passengers dissatisfaction with end to end travel experience

Solution: Create ultimate travel experience: What can we learn from the end to end customer journey while flying to create the ultimate and top-rated travel experience…resulting in being the “airline of choice?”

This project aims to understand airline passenger satisfaction across US airlines to tease apart the positive and negative aspects of customer experience in order to piece together and create the best possible end to end travel journey for customers

Dataset:

<https://www.kaggle.com/johndddddd/customer-satisfaction>

**3.** Problem: Customers can make quick decisions on what they think of a brand/company by how quickly and how helpful companies are to respond in insta-communication territories such as Twitter

Solution: Learn from and streamline company responses on Twitter to ensure maximum customer satisfaction and overall brand love

This project aims to analyze customer dialogue on Twitter and compare it across featured companies. What can we learn about automated vs. tailored responses – how are consumers and companies conversing?

Dataset:

<https://www.kaggle.com/thoughtvector/customer-support-on-twitter>