

Overview

Progress report due Monday, July 2, 2018.

The finish line is in sight! You should have your data in hand and some models made. This portion of the Capstone contains two parts to help really hone your model and develop mastery over your final project.

Goal: A written progress report on your project and a detailed 1:1 with your instructor.

Requirements

The actual deliverable for this section is fairly small. You are expected to submit, via Google Form, a progress report detailing where you are at with your Capstone. The format and content is up to you but, at a minimum, we expect the following:

1. Do you have data fully in hand and if not, what blockers are you facing? *(Yes)*
 - a. *Pulled all the international stock data*
 - b. *Pulled all US stocks*
 - c. *Pulled the google trend CSV's*
2. Have you done a full EDA on all of your data?
 - a. Working on putting the historical stock data all into a single dataframe.
 - i. *Need to rename one column in the international stock data*
 - ii. *Need to drop all the adjusted pricing columns within the US stock data.*
3. Have you begun the modeling process? How accurate are your predictions so far?
 - a. *I ran a tensorflow model with a pre-cleaned S&P 500 data set just to get an idea of what I was looking at before including my own stock data.*
 - i. *Recorded a mse score of 0.073*
4. What blockers are you facing, including processing power, data acquisition, modeling difficulties, data cleaning, etc.? How can we help you overcome those challenges?
 - a. *Google trends data for my deeper dive into the effect of creatives*
 - i. *Doesnt visually look seem that there is anything to pull from this*

- ii. *Grabbed trend time-frames from around the time of exits and entrants to the brands*
 - iii. *Creative change and eventual monetary impact takes a lot of time*
 - 1. *Adidas and puma you can see clearly the impact of Kanye and Rihanna but for some its just is not clear or the events were vary recent*
 - iv. *Only getting one feature from the CSV's which just gives me a relevancy score of 0-100 based off of google searches*
 - b. *Clustering analysis*
 - i. *Couldnt scrape barneys to get a list*
 - ii. *Tyring to scrape lyst and farfetch to get a list of their deisgners*
 - 1. *I cant find the sales data on these brands*
 - a. *Many of these brands are very small and private, dont think I can pull any sort of sales/revenue data in order.*
 - 2. *Im not going to be able to find the influencer data*
 - c. *HomeMade network analysis*
 - i. *This is purely narrative*
 - ii. *Theres really no data you can pull for this*
 - iii. *Wont be helpful in a data science project.*
5. Have you changed topics since your lightning talk? Since you submitted your Problem Statement and EDA? If so, do you have the necessary data in hand (and the requisite EDA completed) to continue moving forward?
- a. *I have trimmed my topic down since I turned in part 2, because I could not locate the necessary data for my clustering model. I have all the data to complete my stock prediction model and can continue to move forward.*
6. What is your timeline for the next week and a half? What do you *have* to get done versus what would you *like* to get done?
- a. *I would like to have*
 - i. *All the base modeling scores finished*
 - ii. *Outlined the narrative for the presentation and any visualization ideas*
 - iii. *Have a visual timeline for the creative directors entry's and exits and how they coincide with stock their brands stock pricing.*
 - b. *I need to:*
 - i. *Align all my data so it can be ran through the model's*
 - ii. *Select which models are best used for stock price prediciton*
 - iii. *Begin workshopping my narrative for the presentaion*
7. *What topics do you want to discuss during your 1:1?*

- a. Modeling*
- b. Use of google trends CSV's*

We will use your progress report as a leaping off point for a deep 1:1 with a member of the instructional staff. The best use of your time is to really flesh out this document so that your remaining time here can be most productive.