



DSIR Capstone Lightning Talk

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Option #1

Create a Model to predict repeat customers on a small business website

- **Return on advertising spend "ROAS" is an important metric for all businesses, but especially small to medium sized businesses.**
- **Askinosie Chocolate could benefit from more insights into identifying potential repeat customers to answer "Will they buy again?" and "How long until they buy again?" advertising campaigns**
- **Scrape Shopify backend data for customers and train model to predict if customer will buy again and how long until next purchase to target customers for ad campaign**

Option #2

Scrape dark web message boards to identify possible targets of DDOS.

- **Scrape dark web message boards to identify key words generally associated with hacker attacks on websites for monetary gains or retaliation/revenge.**
- **Create easy to use input for users that will allow them name their website and it will return if the name has been associated with recent suspected hacker activity on one of the main dark web message boards.**

Option #3

Create a model that predicts if a patient has a genetic disorder and the disorder subclass based on medical information.

- **Create a model that predicts the type of genetic disorder and subclass of disorder based on individual's medical information and inherited genes from mother and father.**
 - **Dataset from [Kaggle](#)**