**Proposed Capstone Projects**

1. Expedia Hotel Recommendations

<https://www.kaggle.com/c/expedia-hotel-recommendations>

Planning your dream vacation, or even a weekend escape, can be an overwhelming affair. With hundreds, even thousands, of hotels to choose from at every destination, it's difficult to know which will suit your personal preferences. Should you go with an old standby with those pillow mints you like, or risk a new hotel with a trendy pool bar?

Expedia wants to take the proverbial rabbit hole out of hotel search by providing personalized hotel recommendations to their users. This is no small task for a site with hundreds of millions of visitors every month!

Currently, Expedia uses search parameters to adjust their hotel recommendations, but there aren't enough customer specific data to personalize them for each user. In this competition, Expedia is challenging Kagglers to contextualize customer data and predict the likelihood a user will stay at 100 different hotel groups.

2. Lending Club Loan Data

<https://www.kaggle.com/wendykan/lending-club-loan-data>

Lending Club is an online marketplace connecting borrowers and investors and aims to transform the banking system to make credit more affordable and investing more rewarding. Lending Club, via its peer-to-peer lending model, operates at a lower cost than traditional bank lending programs and claims to pass the savings on to borrowers in the form of lower rates and to investors in the form of solid returns.

3. Restaurant Revenue Prediction

<https://www.kaggle.com/c/restaurant-revenue-prediction>

With over 1,200 quick service restaurants across the globe, TFI is the company behind some of the world's most well-known brands: Burger King, Sbarro, Popeyes, Usta Donerci, and Arby’s. They employ over 20,000 people in Europe and Asia and make significant daily investments in developing new restaurant sites.

Right now, deciding when and where to open new restaurants is largely a subjective process based on the personal judgement and experience of development teams. This subjective data is difficult to accurately extrapolate across geographies and cultures.

New restaurant sites take large investments of time and capital to get up and running. When the wrong location for a restaurant brand is chosen, the site closes within 18 months and operating losses are incurred.

Finding a mathematical model to increase the effectiveness of investments in new restaurant sites would allow TFI to invest more in other important business areas, like sustainability, innovation, and training for new employees. Using demographic, real estate, and commercial data, this competition challenges you to predict the annual restaurant sales of 100,000 regional locations.