

Project Proposal 1: Customer Journey & Funnel Drop-off Analysis with Conversion Prediction

Overview

In this project, we aim to analyze customer behavior and journey within an e-commerce platform using large-scale interaction logs. We will focus on understanding how users navigate through the sales funnel—specifically from viewing a product, to adding it to the cart, and ultimately making a purchase. Furthermore, we will build a predictive model to estimate the likelihood of a purchase based on user behavior patterns. We will use the [E-commerce Behavior Data](#), which contains millions of event logs from an online store, including product views, cart additions, and purchases across multiple product categories.

Project Proposal 2: Crime Trends in NYC

Overview

In this project, we aim to interpret crime dynamics throughout New York City. Our focus is on understanding how different types of crimes vary by location and time, as well as identifying high-risk areas through geospatial and temporal analysis. Through interactive data visualizations and predictive models, the system enables informed decision-making for public safety professionals and city administrators. We will be using the relevant crime records data from [NYC Crime Data](#).