**Capstone Project Ideas**

[in order of preference]

1. **Price and Promotion Analytics**

Derive optimal pricing for products based on past transaction history and price sensitivity analysis.

Data availability: Sales transactions data set available

1. **Market Basket Analysis**

Analysis of transaction data to uncover patterns in purchases – which items are bought together frequently.

Data availability: Grocery data set available

1. **Targeted Marketing**

Customer analytics to determine high-value customers to be targeted through direct marketing campaigns

Data availability: Charity/ Donor data set available