Practicum – Google Trends

[1. Abstract 1](#_Toc462992410)

[2. Business problem 1](#_Toc462992411)

[3. Introduction 1](#_Toc462992412)

[3.1 Background 2](#_Toc462992413)

[3.2 Purpose / Motivation 2](#_Toc462992414)

[3.3 Audience 2](#_Toc462992415)

[4. Significance of the study/Learning objective 2](#_Toc462992416)

[5. Research questions and hypothesis 2](#_Toc462992417)

[6. Methodology and Tools 2](#_Toc462992418)

[7. Data 2](#_Toc462992419)

[7.1 Data collection 2](#_Toc462992420)

[7.2 Data cleaning 2](#_Toc462992421)

[8. Analysis and Results 2](#_Toc462992422)

[9. Robustness tests 2](#_Toc462992423)

[10. Conclusion and recommendations 2](#_Toc462992424)

[11. Limitations 2](#_Toc462992425)

[12. References 2](#_Toc462992426)

[13. Appendix 3](#_Toc462992427)

# 1. Abstract

This report analyses the relationship between popularity of a candidate and probability of winning the election.

# 2. Business problem

# 3. Introduction

In this section we discuss the earlier studies, issues with those and alternative methods we used to overcome weaknesses. This study is based on (Agrawal, 2016), (Google Trends, 2016), (Pochiraju & Sengupta, On the roles of observations in collinearity in the linear model, 1997), (Matrix Partial Orders, Shorted Operators and Applications, 2010).

## 3.1 Background

## 3.2 Purpose / Motivation

## 3.3 Audience

# 4. Significance of the study/Learning objective

# 5. Research questions and hypothesis

# 6. Methodology and Tools

# 7. Data

## 7.1 Data collection

## 7.2 Data cleaning

# 8. Analysis and Results

# 9. Robustness tests

# 10. Conclusion and recommendations

# 11. Limitations

# 12. References

(2010). In B. Pochiraju, S. K. Mitra, & S. Malik, *Matrix Partial Orders, Shorted Operators and Applications.* World Scientific.

Agrawal, D. (2016). Impact of Derivatives. *NSE-NYU Emgerging Market.* Hyderabad.

*Google Trends*. (2016, Sep 30). Retrieved from Google Trends: www.google.com/trends

Pochiraju, B., & Sengupta, D. (1997). On the roles of observations in collinearity in the linear model. *Journal Of American Statistical Association, 92*, 1024-1032.

# 13. Appendix