Ideas for Third Capstone Projects

1. Customer Segmentation Classification. A car company is entering a new market. Help develop potential customers into four different classifications.
   1. For this project I would use a data set from Kaggle. Here is the link to the data. <https://www.kaggle.com/datasets/kaushiksuresh147/customer-segmentation>
2. Increase the efficiency of a marketing campaign. I will be using the data to predict the propensity of a customer to join the marketing campaign.
   1. For this project I will use a data set from Kaggle. Here is the link to the data.

<https://www.kaggle.com/datasets/rodsaldanha/arketing-campaign>

1. Develop a restaurant recommendation system based on customers reviews and previous visits to restaurants.
   1. For this project I would use a data set from Kaggle. Here is the link to the data. <https://www.kaggle.com/datasets/mrmorj/restaurant-recommendation-challenge>