

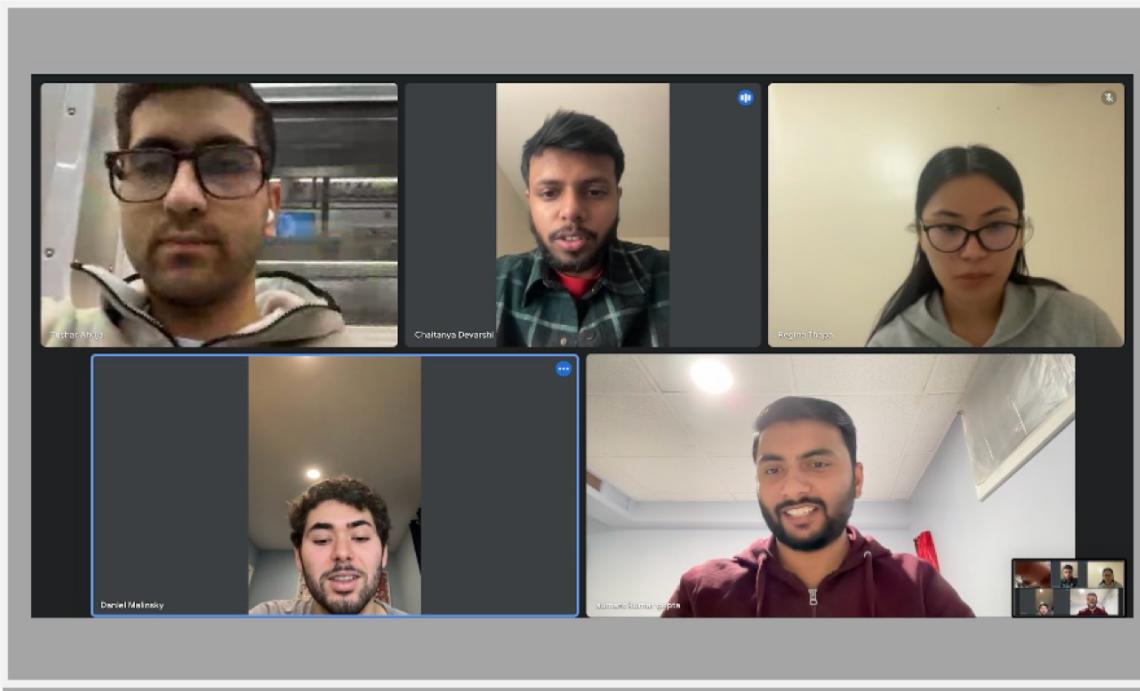
Mini-Project Assignment: Team Meeting and Data Product Selection

Group:

1. Suman Kumar Gupta
2. Chaitanya Devarshi
3. Daniel Malinsky
4. Rejina Thapa
5. Tushar Ahuja

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Meeting screenshot:



Data Products from each member:

Suman Kumar Gupta:

- Expense tracker apps for financial management,
- An app leveraging predictive modeling to help students find the best-fit colleges based on their preferences, academic strengths, and career goals,

- A disease prediction platform utilizing machine learning on past patient data to provide early warnings and insights into potential health issues.

Chaitanya Devarshi:

- Smart irrigation platform that combines weather data, soil conditions, and crop health information to provide farmers with predictive insights for optimal crop management.
- Carbon Footprint tracking and optimization will collect data on energy consumption, making it easier to identify areas for improvement, and diminishing excessive usage.
- Social Media Detox (Reward-based system), which will include data Analytics of social media applications, where users can earn rewards on their less usage of social media.

Daniel Malinsky: (Health & Science)

- Loads of data are being accumulated every day by millions of users that could benefit researchers if properly applied. Many fitness trackers can moderate heart rate, blood glucose levels, and other important indicators which can prove insightful to researchers studying the effects of various treatments. Using fitness wearables such as Fitbit or Apple Watch to track data and supply it to researchers from willing participants undergoing clinical trials would open the door to a much larger data set which would give more accurate results when trying to test a drug or its impact on the population.
- Collaborative e-learning platform connecting users with similar learning interests, fostering group study sessions, knowledge sharing, and skill-building opportunities.
- Business intelligence platform offering actionable insights into production metrics, resource utilization, and performance trends to drive data-driven decision-making.

Rejina Thapa:

- A wearable device and app combo for pets that tracks health metrics, activity levels, and medical history, providing pet owners with actionable insights for proactive veterinary care.

- Better Me is a comprehensive health and wellness app that integrates mood tracking, mindfulness exercises, and personalized insights for proactive stress and anxiety management, while also enabling users to track health measurements and set wellness goals.
- Personalized nutrition app offering meal planning, dietary recommendations, and tracking to help users achieve and maintain their health and fitness goals.

Tushar Ahuja:

- Supply chain optimization platform optimizing inventory management, demand forecasting, and supplier collaboration to streamline production processes and minimize costs.
- Employee well-being app offering stress relief exercises and performance analytics, fostering a healthy and productive work environment for small teams.
- Our second choice for a data product is a financial planning and budgeting tool that analyzes spending habits and income to create personalized budget and savings recommendations for users.

Finalized ideas for data product:

1. **Mint (Expense tracker):** Mint, for example, allows individuals to track expenses, set budgets, and gain insights into their spending patterns. Mint is a personal finance management tool that offers budgeting, expense tracking, and financial insights, helping users manage their money effectively.
 - a. **Technologies:** Mint is available as a web application and mobile app (iOS and Android). Typically, server-side technologies like Python, node, or similar frameworks handle data processing and server logic. Utilizes technologies like React or Angular for a responsive and user-friendly interface.
 - b. **Strategies:** Connects to users' bank accounts, credit cards, and other financial institutions, and machine learning algorithms to categorize transactions accurately

- c. **Proposition and Value:** Send notifications for upcoming bills, unusual spending, or saving opportunities, enhancing financial awareness. Budgeting and targeting expenses.
- d. **Reaching Customers:** Online Marketing, collaboration with financial institutions
- e. **Security Measures:** Encryption during transmission and storage, secure authentication methods, such as multi-factor authentication, to ensure user account security.

2. **Apple Watch:** Apple Watch is a wearable smartwatch that integrates seamlessly with iPhones, offering a range of health and fitness features along with connectivity and customization options
 - a. **Technologies:** Mint is available as a web application and mobile app (iOS and Android). Typically, server-side technologies like Python, node, or similar frameworks handle data processing and server logic. Utilizes technologies like React or Angular for a responsive and user-friendly interface.
 - b. **Strategies:** Connects to users' bank accounts, credit cards, and other financial institutions, and machine learning algorithms to categorize transactions accurately
 - c. **Proposition and Value:** Health Focus, promoting an active lifestyle, convenience, and integration.
 - d. **Features and Capabilities:** Health and Fitness monitors heart rate, tracks workouts, and encourages physical activity. Notifications for calls, messages, and apps, reducing the need to check the iPhone. Allows users to personalize watch faces, apps, and bands for a unique experience.
 - e. **Reaching Customers:** Utilizes online and offline channels for marketing, emphasizing health and connectivity features.