Daniel Prusinski

Submission of Bid-Statement of Interest

The Master of Science in Predictive Analytics program has expanded my skill-set, knowledge for analyzing data, and career marketability. A passion of mine is to better understand how to utilize predictive analytical techniques in the context of stock investments. According to Gallup quoted in a CNN article, “52% of adults say that they or their spouse own any stocks, either individually or through funds.” Until as of a few weeks ago, I too had not directly owned any financial products derived from the stock market. As I begin to enter one of my prime earning periods, applying the methodologies of predictive analytics to specific stocks is a great use of my passion and time. While I do not have any expectation of striking it rich in regard to uncovering amazing investment secrets, I do expect to learn more about time series analysis applied to specific stocks as well as learning about macro, impact variables on individual stocks. This project will provide a solid foundation in data importation, cleaning, and analysis in R with an immediate real world application for better understanding the stock market.

Social Media and Privacy is a current hot topic issue in the media. In addition to the media, if one can learn to harvest valuable information from Social Media one stands to gather vast valuable marketing information. While this project is not my top pick, it would be a great opportunity to learn about utilizing text data. My football career lasted about ten years, starting in seventh grade and ending with a national division three bowl championship. While I have depth of experience, I am not sure whether this would get in the way of predicting an objective model. The overall experience would prove to be enjoyable and challenging at the same time. I would need to further clarify if the model could be updated throughout the season, such that the training data set would grow overtime. Overall my three choices are Investment Analysis, Social Media and Privacy, and NFL Sports Analytics. As demonstrated in my bid, I have the strongest preference for the Investment Analysis based on my passion, utilization of skills, and timing.