**Franco-Nevada Corporation is looking to understand trends of merchandise and expand the market.**

1. Retrieve and begin to analyze data about gold, silver, and platinum.
2. Retrieve and begin to analyze stock price.
3. Compare and contrast this new market with existing segments.
4. Begin to generate economic scenarios based on events that may, or may not, materialize in the new market.

**Decision to expand to a new investment market**

* Product: gold, silver, and platinum
* Existing market: professional, college educated, maybe post-graduate degrees as well, upper income, 40-65 years of age, men and women.
* New market: millennials - Born 1981-1996 (22-37 years old)

**Business questions**

1. How are the prices of gold, silver, and platinum affecting the stock prices of Franco-Nevada Corporation?
2. How are the prices of gold, silver, and platinum affecting the existing investment market?
3. How would the prices changes increase the possibility to expand to a new market, millennials?

**Data and analysis to inform the decision**

* Product market prices – gold: volatility
* Product market prices – silver: volatility
* Product market prices – platinum: volatility
* Stock prices: volatility and correlation
* Income: volatility and correlation
* All together: correlations among these indicators

**Data sources**

* Quandl: gold, silver, and platinum prices
* Stock prices
* Census Bureau: Income data