

Capstone project 2 ideas.

1. Sentiment Analysis - Analyze what public, media and stock prices are saying about major banks in U.S. (B of A, JPMC, Wells Fargo, etc). For example, it will be interesting to see how public sentiment for Wells Fargo is changing since last few years' string of scandals if I can get the data far back enough.
 - a. Data:
 - i. Twitter feed (API) - real time and historical (Use historical data to train and real time data to test?)
 - ii. News feed (API) - real time and historical
 - iii. Stock price feed (API or scrape web page)
2. Fraud detection system.
 - a. Data: Credit card data on Kaggle:
<https://www.kaggle.com/mlg-ulb/creditcardfraud> -> Will need to find a better data set because the features are scrubbed. Good enough for project 1 but probably not for project 2.
3. Recommendation system. For example, cross selling products based on user's existing product or purchase history and their product usages.

The example I was thinking about is banking and investment products for a bank. Based on customer's existing banking products and how they are currently using their products, come up with a different products to recommend.

 - a. Data: Haven't found a data source yet and might be difficult.