**Big Data Project Proposal**

**CSC 9010**

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1. **Title:**

Business application of predictive analytics in big data -- -- Market Analytics

1. **Abstract of project**

It is anticipated that big data dependence and improved technology implementation will drive the forecast analysis market in the forecast period. The importance of data and their analysis in estimating future scenarios can provide sustainable competitive advantage for end-users. The key drivers of forecasting and analyzing market growth are enhanced product availability, adoption of new technologies, big data flooding, and updated differentiated leverage. Marketing analytics is the practice of measuring, managing and analyzing marketing performance to maximize its effectiveness and optimize return on investment (ROI). Understanding marketing analytics allows marketers to be more efficient at their jobs and minimize wasted web marketing dollars.

In this project, I could do statistic on one or more kinds of business marketing data set then analysis them how they could use in their own business and their influence in their fields.

1. **Data source urls**
2. Data Market is a place to check out data related to economics, healthcare, food and agriculture, and the automotive industry.And I will use the part of the economics and business field.

<https://datamarket.com/>

1. Google Public data explorer includes data from world development indicators, OECD, and human development indicators, mostly related to economics data and the world. And I will always focus on the economics data for business.

<https://www.google.com/publicdata/directory>

1. Gapminder: Compilation of data from sources including the World Health Organization and World Bank covering economic, medical and social statistics from around the world. And I will use the data set about the economic and business marketing field.

<http://www.gapminder.org/data/>

1. **Expected types of algorithms**

My project is based on the predictive analysis. Predictive analysis is a systematic use of data, machine learning techniques and a large number of statistical algorithms to identify patterns based on a large number of historical data to predict the likelihood of future results. I use predictive analysis to filter current and historical data to detect trends based on the parameters provided and to predict events and conditions that should occur at a particular time.

Using predictive analytics in Python:

Stage 1: Descriptive Analysis / Data Exploration Stage 2: Data Treatment (Missing values treatment) Stage 3: Data Modellin Stage 4: Estimation of Performance

1. **Type of big data problem**

1. Customers: The most familiar categories of data in marketing may include behavior, attitudes, and transaction indicators from sources such as marketing activities, sales outlets, websites, customer surveys, social media, online communities, and loyalty programs.

2. Operations: This large data category includes objective indicators to measure the quality of marketing processes related to marketing operations, resource allocation, asset management, budget control, etc.

3. Finance: Often located in an organization's financial system, this large data category may include sales, revenue, profits, and other objective data types that measure the organization's financial position.