Capstone Project: Initial Project Ideas

**What characteristics and circumstances are required for a financial product to be traded electronically?**

Approximately over the course of the last 30 years, many brokers across the financial markets have lost their relevance as financial products have become more standardised, financial markets have become more transparent and technology has facilitated electronic trading. Although these changes have impacted the financial markets across the board, electronic trading has had different take up across the asset classes, for example Forex and Equities markets have far more electronic trading than Bond markets.

A predictive model on which financial products will be electronically traded rather than voice traded, would be valuable for financial exchanges such as Nasdaq or London Stock Exchange to have a calculated approach on strategic decisions, such as where to invest in providing electronic trading solutions.

**What hotel bookings will result in a successful stay?**

Within the hotel industry, bookings can be created but cancelled very close to the expected arrival date, leaving openings that may be difficult to fill. By creating a predictive model on which bookings are cancelled based on multiple characteristics such as behaviour of the bookings site, previous interaction with the hotel i.e. email correspondence, time of booking, number of people, age etc. a profile can be created to understand whether the booking will be kept as well as whether the guest will adhere to the hotel rules.

This model can be used by hotel booking websites and hotels for screening purposes, once bookings are highlighted they can be investigated further. The earlier the booking is cancelled, the better for all parties.

**How does your social media profile impact finding a long term partner?**

As more individuals are finding love online, the perception created online may be significant factor to wooing the right person. Individuals painstakingly create their online profiles on dating sites but pay little attention on other social media which is easily searchable prior to a first date, which may result in a rejection.

A tool that highlights possible changes to an individual’s social media profiles may be an auxiliary tool for dating sites.