

Project in Python

1. Form: written project and its defense.
2. Preliminary topics:
 - Marketing & Social Networks :“Advertising campaign success prediction based on social network data”.
 - Consulting & Finance: “Bankruptcy prediction with news and events analysis”.
 - Industry (Goods): “Demand prediction based on customer preferences”.
 - Industry (Services): “Electronic assistant for customer solvency clusterization”.
3. Criteria (each of 1 point at maximum):
 - Accurate description of the idea and provision with supporting literature (at least 3 sources).
 - Provision of hypotheses of your project.
 - Description of the data you use (descriptive statistics and explanation of your target and supporting variables/features).
 - Exploratory data analysis (charts, correlations, statistical tests).
 - Description of methodology and methods you apply.
 - Provision at least one Supervised learning method (OLS, KNN, etc).
 - Provision at least one Unsupervised learning methods (K-means, Neural Networks, etc).
 - Justification of appropriate model selection (provision of criteria and different specifications).
 - Description of results and provision with real-life implications evidence.
 - Accuracy of code and Notebook (use of comments, cells with Markdown formatting cells, logically organized outputs).