

# Final Project Topics

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## Accessibility Notice

This document is also available in HTML format at:

Link: <https://aholdengouveia.name/IntroData/labs/finalproject-topics.html>

The HTML version provides enhanced accessibility features including keyboard navigation, screen reader support, responsive design, dark mode support, and high contrast options.

## How to Pick a Topic

Pick one topic from this list for your final project. The full instructions are in the Final Project document, linked under Resources.

- Topics are first come, first served. Claim yours by starting a thread in the Final Project discussion on Brightspace, as the instructions explain.
- Two students can't present the same topic. If someone has already claimed yours, pick another one.
- You may pick a topic that isn't on this list, but check with me first.
- Cover your topic in a balanced, non-biased way, and focus on the data.

## Topics

1. **Music recommendations:** how Spotify and other apps pick your next song, and how Spotify Wrapped is made

2. **The TikTok For You page:** how short-video apps decide what you see next
3. **YouTube recommendations:** how YouTube uses watch time and clicks to recommend videos
4. **Dating app matching:** what data dating apps use to decide who you see
5. **Ride share and delivery pricing:** how apps like Uber and DoorDash use demand data to set prices and pay
6. **Ticket pricing:** how concert and event tickets use dynamic pricing, and what data drives it
7. **Sneaker and resale markets:** how resale sites like StockX track prices and sales data
8. **Shopping recommendations:** how “customers also bought” and “you might like” recommendations work
9. **Fake reviews:** how sites try to spot fake reviews in ratings for products, restaurants, and apps
10. **Influencer analytics:** how engagement rates are measured, and how fake followers are found
11. **Sports analytics:** how teams use player tracking data for performance, strategy, and injury prevention
12. **Sports betting odds:** how sportsbooks use data to set odds and lines
13. **Fantasy sports:** how fantasy sports projections and rankings are made
14. **Video game analytics:** how game studios use player data to balance games and design new content
15. **Esports statistics:** how esports teams use data to scout players and plan strategy
16. **Fitness trackers and smartwatches:** what step, sleep, and heart rate data can and can’t tell you
17. **Running and cycling apps:** how apps like Strava make heat maps and leaderboards from route data
18. **Training data for AI image generators:** where the images come from, and how the data shapes what the AI makes
19. **Training data for AI chatbots:** what text chatbots learn from, and why the data matters
20. **Deepfake detection:** how data is used to train tools that spot fake images and videos
21. **Streaming shows and movies:** how Netflix and other services use

- viewing data to decide what to make and cancel
22. **Music charts:** how Billboard and other charts count streams, sales, and radio plays
  23. **Credit scores:** what data goes into a credit score, and how it's calculated
  24. **Budgeting apps:** what personal finance apps do with your transaction data
  25. **AI resume screening:** how companies use data and AI to sort job applications
  26. **College admissions data:** how colleges use data in admissions and financial aid
  27. **Predicting student success:** how schools use data to find students who might need extra help
  28. **Language learning apps:** how apps like Duolingo use learner data to plan lessons and reminders
  29. **A/B testing:** how apps and websites test two versions of something to see which works better
  30. **Self-driving cars:** how self-driving cars collect and use sensor data
  31. **Wildlife and conservation data:** how sensors, cameras, and tags are used to track animals and protect habitats
  32. **Wastewater testing:** how testing sewage is used to track illnesses in a community
  33. **Space data:** how telescopes and satellites collect data, and how NASA shares it with the public
  34. **Crowdsourced data:** how Wikipedia, OpenStreetMap, and citizen science projects collect data from volunteers
  35. **Data journalism:** how journalists use data to find and tell stories
  36. **Polling and election forecasting:** how polls are collected and weighted, and how forecasts are made
  37. **The census:** how the US Census counts people, and how the data is used
  38. **Careers in data:** what data analysts, data scientists, and data engineers do, and how to get started
  39. **Retail stocking:** how stores decide what to stock, and where, using sales data
  40. **Subscription cancellations:** how subscription companies predict who's about to cancel, and what they do about it

## Resources

The Final Project instructions Link: <https://www.aholdengouveia.name/IntroData/labs/finalproject.html>