The project will explore the popularity and success of different Moleskine products co-branded with other famous brands (also known as special editions) and launched during specific periods of time.

The main field of analysis is measuring the impact of different products on social media channels and correlating that to sales.

Data:
- Social media data
- Moleskine’s characterization of product and sales data

Skills:
- NLP: sentiment analysis, predictive models
The Como project will focus on the city of Como, a small medieval town beautifully located on Lake Como in Northern Italy, with a large walking area in the downtown district and along the lakeshore.

The project consists of collecting and analyzing data about the city and the way people live and move in it by integrating multiple and diverse data sources. The problems to be addressed are:

- Providing a reliable estimate of the overall picture of people density
- Predicting the impact of future events positioned in time and space
- Given a constrained budget and a cost model for sensors deployment

Data:
- social media data (possibly geo-located)
- mobile phone data
- city-wide wifi logs, information about parking occupancy,
- data from sensors that measure the actual number of people walking through some specific sections of the city

Skills:
- Data management and cleaning, ML and experimental design