**The Project**

### CLIENT
- Hopes to capture consumer sentiment and preferences
- Proposed we forecast which trends will hit market in a year
- Used to guide buying and product development strategy

### BCG GAMMA
- How is consumer sentiment quantified?
- Which models to forecast with?
- Team comprised of data scientists and consultants

---

**Google Trends**

Number of Google search queries for "Backpack" over time.

---

**Influencers**
3.5 million tweets from 1240 different accounts.

**Social Media Data**

---

**Trend Forecasting**

- Prophet Library (Regression)
- Curve Matching (Similarity)

**Growth Bucketing**

- Clusters growth buckets
- Forecasted growth buckets
- Bootstrap uncertainty bands
- Beta Bayes search experience

---

**Project Timeline**

**The Impact**

- Designed features for the overall solution provided to the client
- Integrated our work to the solution through an ETL pipeline
- Provided real-time insights on consumer trends
- Improved trends analysis for product developers and buyers’ decision making

---

**The Team**

- **MIT Summer Consultants & Data Scientists**
- **BCG Project Leader**
- **BCG Consultants & Data Scientists**

---

**BCG Gamma | Trend Forecast**

**MIT Management Sloan School**

**Location:** Boston, MA (U.S.)

**Client Query:** "Tote"

**Faculty Mentor:** Vivek Farias
**PhD Advisor:** Deeksha Sinha

---

**Copyright © 2017 by The Boston Consulting Group, Inc. All rights reserved.**