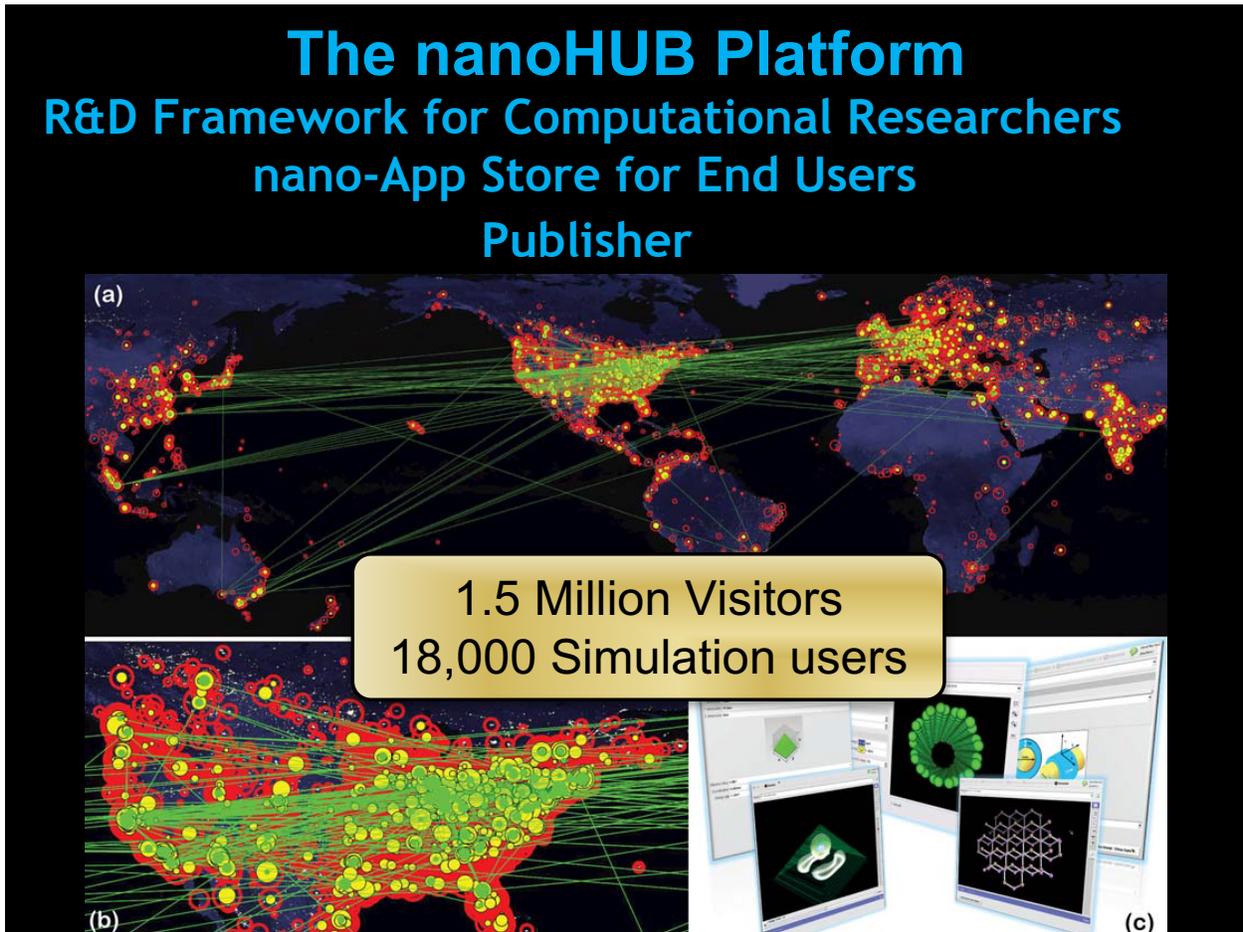


Spring 2020 VIP Team

nanoHUB: Growing Global Impact Data Analytics and Machine Learning
nanoHUB serves 1.5 million visitors and 18,000 simulation users annually in over 172 countries.

We have 7+ million individual simulation data sets generated by users.
We have 10+ years of user behavior. Classroom usage and research usage!

nanoHUB strategy: We must grow user numbers!



Challenges to the VIP team: Help answer some of the questions below

Behavior:

- How can we better understand the simulation users?
- Can we predict some of their behavior?

Service Improvements:

- Can we provide personalized recommendations?
- Can we make the tools more friendly?
- Can we deliver the tools/simulations in better ways?

Commercial aspects / Sustainability / Marketing:

- Which components should we market to whom?
- What are the best marketing strategies and venues?
- Which nanoHUB components might get commercialized?
- How big is the market?

What you will use and learn:

Data visualization,
machine learning,
statistics

Good but non essential prerequisites:

python, R, sql,
Linux, parallel computing,