**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!

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**The nanoHUB Platform**

R&D Framework for Computational Researchers

nano-App Store for End Users

Publisher

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?

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**What you will use and learn:**
Data visualization, machine learning, statistics

**Good but non essential prerequisites:**
python, R, sql, Linux, parallel computing,