Project preparation and formatting guidelines

During the semester, each student will work on an analytics project that requires the application of the statistical tools and methods learned in the course to a real business problem. A dataset will be provided for this purpose. The project will be carried out in two distinct phases and will culminate in a final report not exceeding 3 pages, including all tables and figures (<u>Times New Roman 12-pt font, single-spaced with 1-inch margins on all sides</u>). The phases of the project are:

- **Phase 1:** In this phase, the student will write up a "project proposal" (1 page maximum, same format as the final report) that will include a brief introduction, description of the data, the business questions to be answered, and basic exploratory analyses using descriptive statistics (graphs and numerical summary measures).

- **Phase 2:** In this phase, the student will use the work from Phase 1 in conjunction with the feedback received from the instructor to complete all the analysis required to address the business problem. The results and final conclusions should then be written up and the final report submitted.

Your report should have the following sections (Phase 1 – proposal; Phase 2 – final report), arranged sequentially:

1. Introduction and problem background (Phase 1, Phase 2)
2. Data description and the business questions to be answered (Phase 1, Phase 2)
3. Initial data exploration – descriptive statistics/graphs (Phase 1, Phase 2)
4. Analyses (Phase 2)
5. Interpretation of results and final conclusions and recommendations for decision-making (Phase 2)

<u>Submission:</u> Your final report **must be uploaded on Titanium as a single Microsoft Word or a pdf file. No email submission will be accepted**. If a student disregards this and uses email to submit, a zero is assigned for the report. Submitting a report is no guarantee for receiving any credit.