



## Project background

Automatidata is in the earliest stages of the TLC project. The following tasks are needed before the team can begin the data analysis process:

- A project proposal identifying the following:
  - Organize project tasks into milestones
  - Classify tasks using the PACE workflow
  - Identify relevant stakeholders

## The assignment

For the first assignment, Automatidata will need a project proposal that will create milestones for the tasks within the TLC project. Take into account the audience, team, project goal, and PACE stages of each task in planning your project deliverable.

## Meeting notes

Now that you are working as Automatidata's latest data analytics professional, you are given access to the company network and set up with a company email account (your first initial and last name, followed by @automatidata.org).

Email from the supervisor, Deshawn.

**From:** Deshawn Washington

**Subject:** Review meeting notes

If you are able to read this, then your company accounts have been created! Now is the perfect time to get started. Last week, I attended an internal meeting with our leadership team about a new project we are about to begin. You'll receive more information in the next few days, but I would like you to be aware of some needs that were identified by our leadership team. Here is an excerpt from

the notes I took during the Automatidata leadership team meeting. I've organized the points by the person who made them.

Uli King (Senior Project Manager)

- The data team will need a global-level project document to outline the goals and milestones.
- I am working closely with Titus Nelson over at the New York City Taxi and Limo Commission. He has requested some visuals to share with TLC's executives.

Luana Rodriquez (Senior Data Analyst)

- The dataset from TLC has to be inspected before any analysis can begin.
- Our team needs to determine what information the TLC data provides through exploratory data analysis (EDA).
- Eventually, our team will need to test to find if the model is delivering consistent results.

Udo Bankole (Director of Data Analysis)

- Before we present any insights to TLC, we'll need to determine whether or not the model we produce meets the project requirements.
- Once we have a final model, I'll need to know the main talking points going into our presentation with TLC.

My thoughts and concerns...

- I think it's best to use Python for the TLC project. I'll have someone on my team set that up as soon as we have the plan in place.
- It will be important to establish the relationship between any variables within the TLC data. I'd suggest the data team consider A/B testing, since that will analyze the relationship between the two most useful variables and subsequently provide data-driven support for future business decisions.

Review the meeting notes above to become familiar with the project's context. I'll ask you to identify project tasks and come up with a structure to guide the data team through this project. After our discussion about your experience in the certificate program offered by Google, I know that your efficient communication style and problem-solving will enhance the abilities of the data team.

There will be more details sent to you very soon.

Welcome to the team,

Deshawn Washington

Data Analysis Manager

Automatidata

(P.S. There will be muffins in the break room every Tuesday morning. Be early...unless you like bran muffins. LOL)

## Specific project deliverables

- PACE Strategy Document to plan your project while considering your audience members, teammates, key milestones, and overall project goal.
- Create a project proposal for the data team.
  - Entering a project title
  - Adding an overview of the project
  - Identifying the order of tasks
  - Associating each task with the relevant milestone
  - Determining the PACE stage(s) for each task\*
  - Assigning each task to the most relevant stakeholder