

Project guidelines

The assessment for this module consists of a mini-consultancy project, where you will work in project teams to investigate a real business case with one of our top industry partners. The aim is to provide analytical insight and feedback to the stakeholders on how to improve key performance indices (KPIs).

The project consists of three parts: The report, your video presentation and your peer evaluations.

Project structure

Report

Your project report should be delivered in **Jupyter** format. You should use **Python** to analyse your data and implement any models.

Use the following checklist to structure your report:

- ☐ **Title page**
 - An accurate and informative title of your research
- ☐ **Summary**
 - One paragraph summarising the objective, procedure, results, discussion and conclusion of the analysis.
- ☐ **Introduction**
 - An overview of the context for the analysis, including a clear statement of the business problem
 - clear statement of your hypotheses and predictions
 - A brief overview of the approach used in your analysis.
- ☐ **Technologies and techniques**
 - An exact process description used in the analysis
 - Sufficient detail of the data analysis for someone to replicate the results (this should be automatic in Jupyter Notebook).
- ☐ **Results**
 - A presentation and summary of the data using means, histograms and other descriptive statistics
 - Figures, tables and graphs, insofar as they help to enhance the clarity of the information (include captions)
 - An explanation of any figures, tables or graphs.
- ☐ **Discussion**
 - A short paragraph summarising the overall trend of the findings
 - A clear statement of whether your hypothesis is correct (include caveats where

necessary)

- An explanation of any errors
- A discussion of the strengths and limitations of the analysis.

☐ References**

- Accurate documentation of sources (following convention)

Presentation

Alongside your report, you will record and submit a short (ten minutes or less) video presentation. This should focus predominantly on the **Introduction**, **Results** and **Discussion** sections of your report. It's up to you whether you present as a group, or nominate an individual to deliver your presentation.

Evaluation

Once you have submitted your report and uploaded your video presentation, you will watch two other submissions (these will be pre-assigned). As a project team, you will then evaluate each presentation using a templated feedback scorecard.

Please note: You will be assessed on the quality of the feedback you provide and *NOT* on the feedback you receive from other teams.

As part of the evaluation process, you will also submit a reflective journal at the end of each project cycle, analysing your overall approach and identifying areas for improvement.

Grading

The purpose of this mini-consultancy project is to plan, analyse, execute and deliver actionable insights. Your projects will be graded as follows:

- **Project reports:** 55%
- **Video presentations:** 35%
- **Peer feedback and reflective journals:** 10%.

You will be assessed on the following competencies:

- The formulation and validation of your hypothesis
- The quality of your technical analysis
- Your storytelling and communication skills
- Your ability to convey actionable insights and feedback to the client
- Your ability to reflect and provide constructive feedback.

Project details

To succeed, you need to work together in a collaborative, efficient and systematised way, with clearly defined objectives and roles.

Project management

For this module in particular, project management skills are critical to your success. We will be providing tips and advice on project management throughout the module, but we urge you to pay attention and prioritise the following:

- Assign a project lead (per project) who will be in charge of communications, documenting progress and writing the reflective journal. The project lead will also be responsible for submitting materials for the group.
- Schedule regular meetings - at least once per week (for planning, implementation and evaluation). These formal meetings should be underpinned by daily stand-ups (see session for more details).
- Use a tool to track your progress and prioritise tasks. All group members should be allocated tasks and if someone finishes a task sooner than expected, that person should move to the next high-priority task.
- Escalate any major blockers to key stakeholders.
- Be disciplined about backing-up your work - if you are familiar with version control software (e.g. Git) use it.
- Assign someone to be in charge of QA - it's important to review your materials prior to submission. **DO NOT LEAVE THIS TO THE LAST MINUTE.**
- Make sure to rotate responsibilities throughout the duration of this module.

Project coaching

The module leader and wider teaching team will play the role of project stakeholders. We will not provide specific information on how to achieve something, but rather advise and coach you on what to try and what to prioritise.

Collaboration

As in the workplace, your individual success lies with the success of your team. Everyone in your team must have a specific role and contribute fairly. It is your joint responsibility to ensure that you all personally understand the content of your assignments and are able to answer any questions.

As participants in a postgraduate programme, it is acceptable for groups to collaborate in figuring out technical challenges to deliver their analysis, but plagiarism will not be tolerated.

Policy exceptions

Time management is also under evaluation here and so unless there's a technical issue or a major life-changing circumstances (proof required), we will not accept late submissions without a penalty.