**BUS 641 Final Project—Intensive**

In tests 1, 2, and 3, you worked on becoming familiar with and analyzing data from tech sales representatives. In this project, you will create a story to tell about these data using the insights you gained from your previous work.

1. **Identify your team**. You will work with a team of 3-4 classmates. You will begin by identifying the classmates you would like to have on your team. The team should agree on a team name. Send an email to your instructor listing the names of your team mates and your selected team name. If you are not present during this step, you will be assigned to a team, and points will be deducted from your participation grade for this project.
2. **Craft the presentation**. You must work together to create a visual presentation (Power point, Canva, or tool of your choosing) in which you accomplish all the tasks outlined on page 2. See page 2 for more details on the presentation **content**. You must also work together to decide which team member will present each slide.
3. **Give the presentation**. Your presentation should last 15-20 minutes. Every team member must participate in presenting to the class. You must take turns speaking during the presentation. This will be part of your participation grade for this project.
4. **Submit your file**. Your team must submit your presentation file to this Canvas assignment.
5. **Provide feedback for others**. As other teams make their presentations, you must be present and provide some written feedback to the team. A form will be provided for you to use for this purpose. Giving feedback to all other teams will be part of your own participation grade for this project.

**BUS 641 Final Project Presentation Content**

Create any number of slides you like to accomplish the following tasks:

1. **Set the stage**. Define NPS and why it is an important measure for businesses (refer to your textbook as needed for this information, or do your own research—give credit to your sources of information, e.g., [this article](https://hbr.org/2003/12/the-one-number-you-need-to-grow)). Explain why we would want to predict NPS or classify a sales tech rep as achieving a high NPS or not.
2. **Describe the dataset**. Describe the context of this particular dataset (see textbook description). Describe the *typical* tech sales rep using your exploratory data analysis results. Be sure to include a description of the distribution of NPS scores. Include graphs and statistics from your Test 1 results to accomplish this.
3. **Provide modeling results**. Explain which predictors seem to be useful for identifying tech sales reps that achieve high NPS scores. Include graphs and statistics from your Test 2 and/or Test 3 results that illustrate the points you are trying to make. Compare your findings from one regression/classification approach and one data mining approach and summarize your results. Include information about model performance such as accuracy and/or R^2.
4. **Conclusions**. Summarize your findings by answering these questions: if a tech sales rep is found to have a low NPS, what should they focus on to raise their score? What would you recommend a company do to improve this measure for all tech sales reps? Tie this back into what you said initially about why NPS is important and use your work in parts 2 and 3 to support your recommendations.