

Breaking down the Social Data Project of Interest

Due Dec. 1st 2017

1. *Executive Summary* (5%)

- briefly mention the question or questions you are asking,
- report results from the data in words,
- and then discuss how these results can be used to justify next steps for your / the organization.

2. *Introduction* (5%)

- why are you undertaking this data analysis? (context)
- what are the variables you will use?
- what are the charts, tables, and statistics you will generate?

3. *Code*¹ (20%)

- The actual code

4. *Analysis* (15%)

- present your findings
- and conduct your analysis.

5. *Conclusion* (5%)

- reframe the questions in the Introduction,
- rehash the analysis,
- present next steps forward
- discuss other kinds of analysis / issues which can be done to support your initial conclusions.

¹ Reminder: the python code must be delivered in a Jupyter notebook. The prose portion (Executive summary, Introduction, Analysis, Conclusion) can be in Word but I strongly recommend all the assignment to be in Jupyter notebook.