A Report with a Long Title that Extends Over Several Lines

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Executive Summary

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Contents

1 A Chapter

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1.1 A Sub-Chapter

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1.1.1 A Sub-Sub-Chapter

Pellentesque dictum ornare lacinia. Sed tincidunt dignissim luctus. Curabitur pharetra velit non ultricies pretium. Morbi vehicula massa ac neque porttitor, ut faucibus diam egestas. Curabitur posuere ullamcorper venenatis. In tincidunt nisi non augue placerat pulvinar. Integer ut libero orci. Aenean vehicula tellus non odio sollicitudin, ac ultrices ex congue. Sed cursus turpis ut aliquet dapibus. Suspendisse volutpat tellus nec nisi varius, id mattis leo dignissim. Praesent commodo massa fermentum tellus feugiat laoreet.

1.1.2 Another Sub-Sub-Chapter

Cras laoreet cursus felis, vitae tristique dolor sollicitudin non. Ut eu ex euismod, maximus neque sit amet, rhoncus leo. Cras ac facilisis erat. Integer in lectus a lorem tincidunt vehicula. Donec accumsan consequat magna nec dapibus. Fusce sit amet libero libero. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nunc gravida posuere congue. Pellentesque ac euismod felis. Nunc eu nibh orci. Ut scelerisque tincidunt metus non ultrices. Nam non ipsum eleifend, tincidunt nisi at, auctor felis. Praesent lacinia dictum felis, ac sodales turpis vulputate eget. Donec fermentum at mauris at convallis.

2 Formatting

2.1 Spacing

2.1.1 Line breaks

To enter a manual line break
end the line with two or more spaces.

2.1.2 Page breaks

A page break is obtained with three or more asterisks or dashes:

2.2 Text

2.2.1 A comment

This is not printed in the compiled output and the following line is not printed either.

2.2.2 A Block Quote

> Work hard and stay humble.

2.2.3 Font and style

The syntax for: **bold** or **bold** for use in unordered lists, *italics* or *italics* for the use in unordered lists, superscript^2, subscript$_2$, ~~strikethrough~~ and Small caps.

2.2.4 Lists

2.2.4.1 An unordered ("bulleted") list:

- Item 1
- Item 2
    - Item 2a
    - Item 2b

2.2.4.2 An ordered List:

1. Item 1
2. Item 2
3. Item 3

    - Item 3a
    - Item 3b

2.3 Notes

2.3.1 Footnotes

Here is a footnote reference,[1] and another.[2]

This paragraph won't be part of the note, because it isn't indented.

2.3.2 Inline notes

Here is an inline note.[3]

2.4 Source code

2.4.0.1 Inline R code   There were 50 cars studied

Plain code blocks displayed in a fixed-width font but not evaulated

```
This text is displayed verbatim / preformatted
```

2.4.0.2 R code chunk   Evaluates and prints the R code:

```
summary(cars$dist)
```

```
##    Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
##    2.00   26.00   36.00   42.98   56.00  120.00
```

---

[1]Here is the footnote.

[2]Here's one with multiple blocks.

  Subsequent paragraphs are indented to show that they belong to the previous footnote.

```
{ some.code }
```

  The whole paragraph can be indented, or just the first line. In this way, multi-paragraph footnotes work like multi-paragraph list items.

[3]Inlines notes are easier to write, since you don't have to pick an identifier and move down to type the note.

```
summary(cars$speed)
```

```
##    Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
##    4.0    12.0    15.0    15.4    19.0    25.0
```

2.5 Math

An inline equation in Latex: $A = \pi * r^2$

A display equation in Latex:

$$\text{Speed} = \frac{\text{Distance}}{\text{Time}}$$

$$\frac{d}{dx}\left(\int_0^x f(u)\,du\right) = f(x).$$

2.6 Tables and Figures

2.6.1 Tables

First Column Header	Second Column Header
Row1-Column1	Row1-Column2
Row2-column1	Row2-Column2

2.6.1.1 A simple table

2.6.1.2 An R table

```
summary(cars)
```

```
##      speed            dist
##  Min.   : 4.0   Min.   :  2.00
##  1st Qu.:12.0   1st Qu.: 26.00
##  Median :15.0   Median : 36.00
##  Mean   :15.4   Mean   : 42.98
##  3rd Qu.:19.0   3rd Qu.: 56.00
##  Max.   :25.0   Max.   :120.00
```
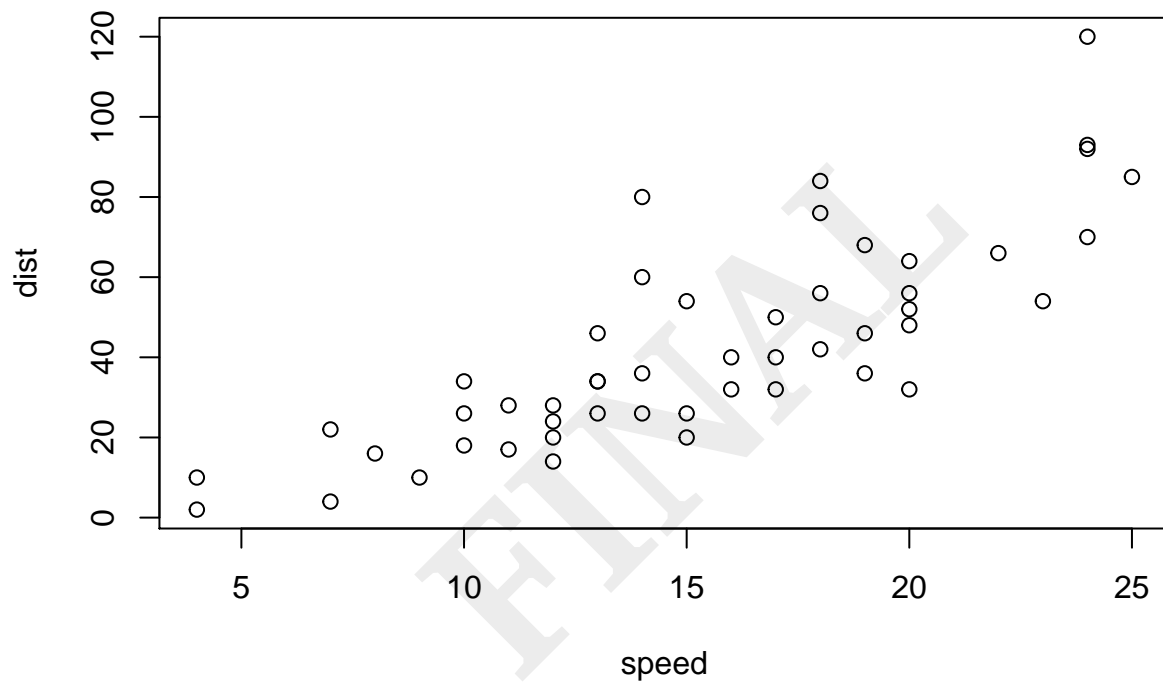
2.6.2 Graphs

A graph generated from R:

Figure 1: Cars

	mpg	cyl	disp	hp	drat	wt
Mazda RX4	21.00	6.00	160.00	110.00	3.90	2.62
Mazda RX4 Wag	21.00	6.00	160.00	110.00	3.90	2.88
Datsun 710	22.80	4.00	108.00	93.00	3.85	2.32
Hornet 4 Drive	21.40	6.00	258.00	110.00	3.08	3.21
Hornet Sportabout	18.70	8.00	360.00	175.00	3.15	3.44
Valiant	18.10	6.00	225.00	105.00	2.76	3.46

Table 2: First rows of mtcars

2.6.3 Figures

A figure with a caption:

```
library(ggplot2)
qplot(Sepal.Length, Petal.Length, data = iris, color = Species)
```

2.7 Referencing

2.7.1 Links
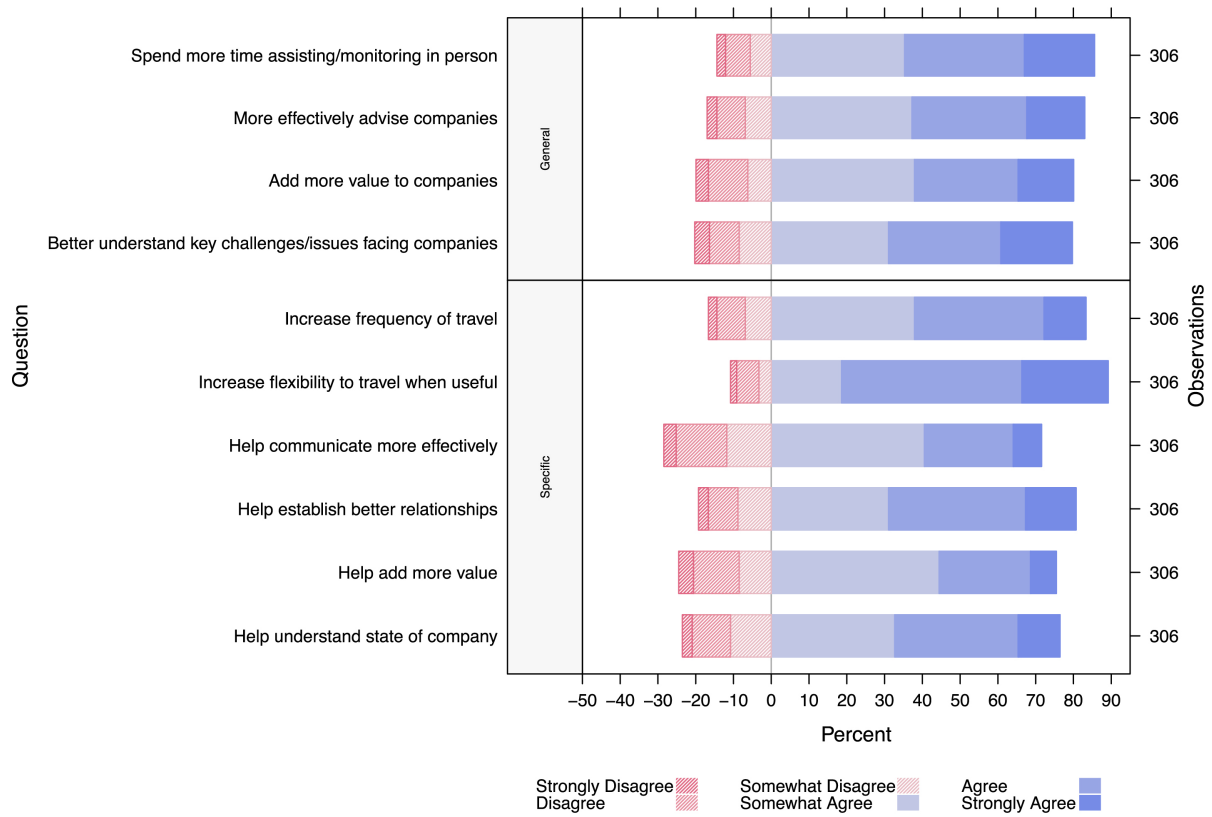
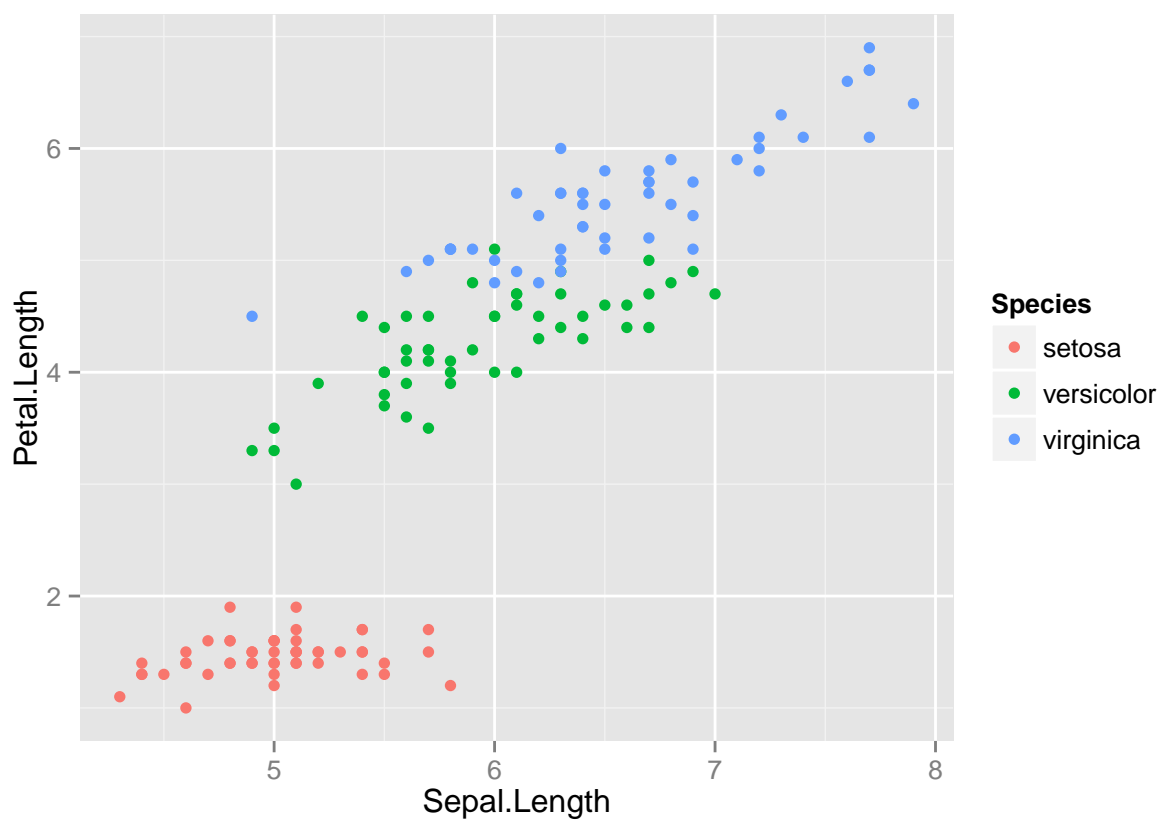A linked phrase. At the bottom of the document:
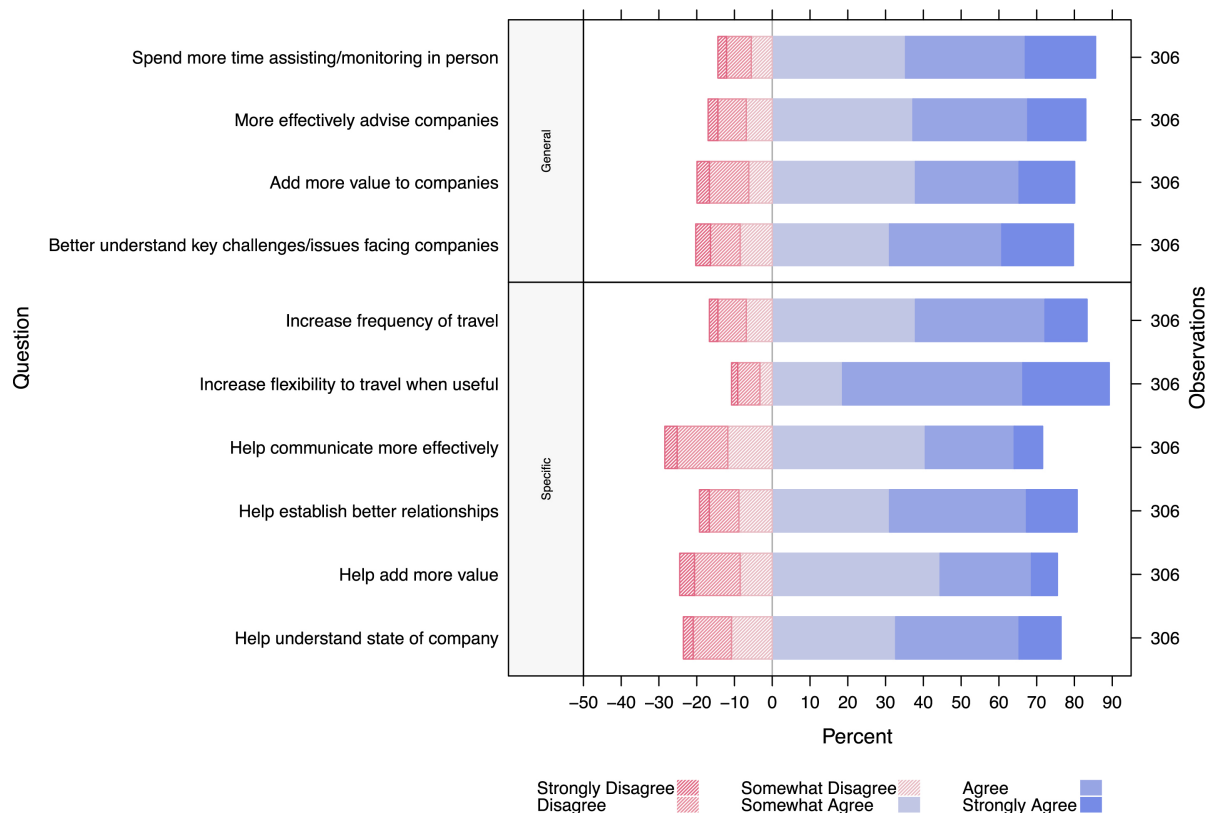
Figure 2: Results

Figure 3: Sepal length vs. petal length, colored by species

Images
At the bottom of the document:

2.7.2 Hyperlinks

Plain http https://www.cardinaladvising.com and a linked phrase.

2.7.3 Bibliography and citing

Citations go inside square brackets and are separated by semicolons. Each citation must have a key, composed of '@' + the citation identifier from the database.[see Braunstein (1968) pp. 22-34; Aloimonos and Shulman (1989) pp. 33-35, 38-39; Clark (2009); {EIA2013]

A minus sign (-) before the @ will suppress mention of the author in the citation. This can be useful when the author is already mentioned in the text:

Peatross says blah blah.(private communication)

You can also write an in-text citation, as follows:

Peatross (University Rochester, Rochester, N.Y., 1993) says blah, Peatross et al. (1996) says bleh. Bergen and Landy (1991, 33) says blah blah.

If you want to include items in the bibliography without actually citing them in the body text, you can define a dummy nocite metadata field and put the citations there:

```
---
nocite: |
  @item1, @item2
...

@item3
```

In this example, the document will contain a citation for item3 only, but the bibliography will contain entries for item1, item2, and item3.

By default, pandoc will use a Chicago author-date format for citations and references. To use another style, you will need to specify a CSL style file in the csl metadata field in the YAML preamble.

References

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Bergen, James R., and Michael S. Landy. 1991. "Computational Modeling of Visual Texture Segregation." In *Computational Models of Visual Processing*, edited by Michael S. Landy and J. Anthony Movshon, 253–71. Cambridge, MA: MIT Press.

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Clark, A. 2009. "Determination of Recovery Factor in the Bakken Formation, Mountrail County, ND." New Orleans, Louisiana, USA: SPE Paper 133719 presented at the SPE Annual Technical Conference; Exhibition, New Orleans, Louisiana, USA.

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private communication. *J. Peatross*.

About the Authors

Daniel McIntosh is an instructor of Mathematics and Marketing at Grand Canyon University. Prior to teaching, Daniel worked with various sports organizations including Arizona State University, The University of Louisville, USA Basketball and multiple non-profit organizations. Daniel received his MBA from Arizona State University in 2010. His undergraduate degree is in Finance from Barrett, the honors college at Arizona State University. His honors thesis was focused on integrated new product development in the nanotechnology industry.

Bradley Fay is a Ph.D. candidate in the W.P. Carey School of Business at Arizona State University. He is currently working on his dissertation which focuses on the analytics of customer/fan experiences and the role of technology in managing experiences. His research interests include customer experience management, marketing analytics, and sports business and performance analytics. Prior to joining the Ph.D. program, he earned his MBA from Arizona State University specializing in Sports Business and Marketing. In addition to his education, Bradley has consulted for a number of prominent organizations in the sports industry including the National Football League, National Basketball Association, and Bowl Championship Series as well as Fortune 100 company, Abbott Laboratories.

Cardinal Advising is a consulting company that specializes in modern Sports Analytics. The company offers services in Data Analytics, Automated Reporting, Custom Data Collection and Insight Generation by applying cutting edge techniques from Data Science and Machine Learning. Cardinal Advising is headquartered in Paradize Valley, Arizona. Contact us at
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