Description of the project to be submitted

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HS-Fresenius: Data Science for Business

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Word count: 1304

# Abstract

In the following I describe the project that needs to be submitted in the course *Data Science for Businesses*. I give some hints for your efficient progress and success, I introduce the elements and files to be submitted, and I describe how I evaluate the submissions.

# Main goal

**Course description** *‘’Students complete this module with a project work. The project work includes a project report (15-20 pages) and a project presentation (20-30 minutes).’’*

**Project work**

* Find an interesting dataset,
* find a question that you aim to answer with data at hand,
* try to answer the question using R and appropiate empirical methods,
* write a report of the project, and
* present your current status of the project in class.

# Details

## Dataset

* You can search for any kind of data. From my side there are no quantitative or qualitative specifications.
* If you think you have found a data set, please contact me so we can discuss whether your data is appropriate.

## Question

* When you think about a question to the data, try to come up with something that you are interested in.
* Rest assured that this does not have to be a scientific question that can be answered accurately with the data at hand. An exploratory question is perfectly fine. I will give some examples in class and in some exercises.
* Again, I highly recommend to talk with me about your question and your goals.

## The report

* The report should be about 5000-6000 words (which is about 15 double-spaced pages).
* Unlike an *academic paper*, this is a report in which you should *just* document, discuss, and present your project. The report should introduce your work to me. It’s similar to reports that you’ll have to write in business, where your boss wants to know
  + What you did,
  + why you did it the way you did,
  + what obstacles you overcame,
  + what challenges, problems and weaknesses remain, and
  + how you would suggest proceeding with your work if you would have more time and ressources avalailable.
* Please, don’t try to impress me with a fancy layout or anything alike. Focus on the content and getting your knowledge across to the reader! Anything that helps with this is welcome.
* Guide and motivate the reader and outline the target audience of your work. Usually, the introduction is a good place to introduce the scope and content. In particular, make clear what is found in each section.
* Be concise. Remove all unnecessary repetition. Read each sentence several times and ask yourself if it is concise and clear and if it fits with what was said before and after.
* The paper should be written with **R Markdown**. The .Rmd file with which this document is written, can be used as a template. This file is hosted at [my GitHub page:](https://github.com/hubchev/courses/tree/main/rmd) Information about writing and publishing with R Markdown can be found here:
  + [R Markdown from R Studio](https://rmarkdown.rstudio.com/lesson-1.html)
  + [R Markdown: The Definitive Guide](https://bookdown.org/yihui/rmarkdown/) written by Xie, Allaire, and Grolemund (2018).
  + [R Markdown Cookbook](https://bookdown.org/yihui/rmarkdown-cookbook/) written by Xie, Dervieux, and Riederer (2020).
* Insert R code in your R markdown file by typing the chunk delimiters (see the keyboard shortcut *Ctrl+Alt+I* for Windows and Linux based OS and *Cmd+Option+I* for Macintosh OS) or [this lesson](https://rmarkdown.rstudio.com/lesson-3.html)).
* The outline of the paper **must** contain the following building blocks:
  + Title and all common personal details (name, email, …).
  + Word count (see this rmd file on how to give a word count).
  + Abstract of the paper (which highlights the content of the document).
  + All the R code that is necessary to replicate your results.

## The presentation

* Write the presentation using R Markdown and publish it as .html and/or a .pdf file.
* Focus on the important things.
* Try to stay on time.
* Nobody is perfect and the project is done under time pressure. So don’t try to sell yourself too hard. If you see weaknesses in your work, this is a good place to discuss them.
* Describe and present your data set so that everyone has an idea of the structure and content of the data.
* Describe your question and if possible describe your plan to address the question with the data. Rest assured that you don’t have to come up with a perfect strategy. It’s okay if you don’t know many empirical methods.
* To facilitate the organization and scheduling of all presentations, please let me know the times you are available by **October 26**. A maximum of 3 presentations per meeting would be ideal. If you do not let me know your preferences, I will determine the time and date. Here is the link where you can give me your preferences and your availability: [Doodle Poll: Data Science Presentation](https://doodle.com/meeting/participate/id/bD9mzKYd)
* We start with the presentations on October 10.

## rmd file

* The rmd file should contain the complete workflow including data import, data cleaning, and data analysis.
* Not all code or output of the code has to be shown in the pdf paper. See [Code Chunks and R Markdown](https://rmarkdown.rstudio.com/lesson-3.html) how to set certain options to prevent code and results from appearing in the finished file.

# Submission

* Submission deadline for academic papers and written assessments: **13 February 2023** *(please verify!)*
* Upload only **one .zip file** containing the following:
  1. the paper as (a) .pdf and a (b) .html file.
  2. the .Rmd file
  3. the data set (if not too large),
  4. the presentation as (a) .Rmd and a (b) .html file,
  5. additional files, if needed, so that I can evaluate your work.
* Please also submit your work to my Github account at https://github.com/hubchev/dsb-2023

# Evaluation

* *65 % – Quality and execution of the project* – After your presentation, we will discuss your work in a personal meeting. The goal of this conversation will be that we agree on certain standards by which I will grade you. By this I mean that we define certain goals that you should achieve with your data set and your question. The goal is to create a transparent set of expectations on my part. So that you have an indication of what you need to accomplish at a minimum in order to pass the course.
* *35 % – Quality and execution of the presentation*
* I will try to evaluate your work as objectively as possible. In particular, I will
  + check whether your submission is complete, or not,
  + check whether your empirical work can be reproduced,
  + check if all formal criteria are met,
  + check for plagiarism,
  + read your work and evaluate your writing skills (clarity, coherence, grammar, etc.),
  + review and evaluate the novelty of your project,
  + evaluate the technical level of use of the programming language R for your empirical goals,
  + evaluate your argumentation,
  + assess whether your empirical reasoning makes sense and discuss your remaining weaknesses,
  + acknowledge your learning process.

# Helpful stuff

*R Markdown*

To knit to all formats that are mentioned in the header, type that into the console (of course, don’t forget to refer to your working directory using setwd()):

setwd("/home/sthu/Dropbox/hsf/github/courses/rmd/")  
rmarkdown::render("22-10\_dsb-project-description.Rmd", "all")

*Git and GitHub*

As you should submit your work to my Github account, you can learn how to do that by following the instructions of this repository:

# Literature

Xie, Yihui, Joseph J Allaire, and Garrett Grolemund. 2018. *R Markdown: The Definitive Guide*. Chapman; Hall/CRC.

Xie, Yihui, Christophe Dervieux, and Emily Riederer. 2020. *R Markdown Cookbook*. Chapman; Hall/CRC.