**Project Title**

**Context**

**Business intelligence and data-driven decision making**

What insights can the business/organisation gain from your analysis and how will your analysis help the business/organisation make better decisions?

**Domain knowledge and the business context**

Briefly describe the business/organisation and where your analysis fits within its aims/activity.

**Data**

**Internal and external data sources**

Briefly describe your data sources and which were internal (provided by the organisation) and external (not sourced from the organisation’s data)

**Types of data**

What kind of data did you work with? E.g. categorical and numerical data and their sub-types.

**Data formats**

What format did your data come in? E.g. all downloaded flat files (CSV) or any data from APIs, scraping etc.

**Data quality and bias**

Briefly describe the quality of the data and whether you have any reasons to suggest the data is biased e.g. only data from a specific demographic even though a broader demographic would be of interest to the organisation.

**Ethics**

**Ethical issues in data sourcing and extraction**

Do you have any ethical concerns regarding the sourcing and extraction of your data?

**Ethical implications of business requirements**

Are there any ethical implications of the business requirements?

**Analysis**

**Stages in the data analysis process**

What were the main stages in your data analysis process?

**Tools for data analysis**

What were the main tools you used for your analysis?

**Descriptive, diagnostic, predictive and prescriptive analysis**

Please report under which of the below categories your analysis falls **and why** (can be more than one)

**Descriptive Analytics** tells you what happened in the past.

**Diagnostic Analytics** helps you understand why something happened in the past.

**Predictive Analytics** predicts what is most likely to happen in the future.

**Prescriptive Analytics** recommends actions you can take to affect those outcomes.