# BC2407 Project Proposal

Instructions: Fill up the boxes. Submit this word document into NTULearn > Class site > Team by the stated deadline. If there are major changes after submission, inform your instructor and re-submit.

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| --- | --- | --- | --- |
| BC2407 Class: | 1/2/3/4/5/6 | Team: | 1/2/3/4/5/6/7/8/9/10 |
| Name of Org/Individual/Event[[1]](#footnote-1) |  | | |

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| --- |
| Project Title |
| [Tentative and can be changed later] |

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| Business Problem or Opportunity in the Case |
| [State the business problem or opportunity that had been or could be solved with Analytics. What did the business aim to achieve?] |

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| Case Justification |
| [Why did you choose this case? What is interesting?] |

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| Proposed Approach |
| [What techniques will be used and how they will solve the problem?] |
| Specialness |
| [Highlight what will be special/unique in your approach/solution/explanation.] |

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| Key Business Questions |
| [What are the key Business questions that must be answered in order to solve the business problem or opportunity?] |

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| Data Sources |
| [Where will you get the data? Same or similar to this case?] |

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| Important References |
| [What are the important publications or prior analysis done? Sources?] |

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| Project Schedule |
| [Planned Timeline and milestones to be achieved.] |

1. Do not choose any organization in the exclusion list (unless instructor approves). See Appendix A in BC2407 Project Grading, Requirements and Guidelines.PDF. [↑](#footnote-ref-1)