

**BUSINESS CASES WITH DATA SCIENCE**

**MASTER DEGREE PROGRAM IN DATA SCIENCE AND ADVANCED ANALYTICS – MAJOR IN BUSINESS ANALYTICS**

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THIS IS JUST AN EXAMPLE OF THE INDEX. FEEL FREE TO CHANGE THE STRUCTURE

# 

# INTRODUCTION

This word file provides a "standard" proposal structure. The format of the report (headers, spacings, fonts, and other formations) should be employed as defined in this template. However, students may change the structure and the headers according to their needs.

The report can be written in English or Portuguese.

In the case references point to the “source code” make sure the code is correctly annotated.

All bibliographic references should be presented in the APA standard; this standard also applies the formatting of references and respective forms of referencing throughout the text[[1]](#footnote-1).

# BUSINESS UNDERSTANDING

## Background

Sample text with the inclusion of figures and tables Sample text with the inclusion of figures and tables Sample text with the inclusion of figures and tables Sample text with the inclusion of figures and tables Sample text with the inclusion of figures and tables.



Figure 2.1 – Illustrative figure

Sample text with the inclusion of figures and tables Sample text with the inclusion of figures and tables Sample text with the inclusion of figures and tables Sample text with the inclusion of figures and tables Sample text with the inclusion of figures and tables Sample text with the inclusion of figures and tables.

|  |  |
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| **Title** | **Title** |
| Text | Number |
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Table 2.1 – Illustrative table

Sample text with the inclusion of figures and tables Sample text with the inclusion of figures and tables Sample text with the inclusion of figures and tables Sample text with the inclusion of figures and tables Sample text with the inclusion of figures and tables Sample text with the inclusion of figures and tables.

### Level 3 title

Example of unnumbered list:

* Item 1
* Item 2
* Item 3

#### Level 4 title

Example of numbered list:

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

## Business Objectives

State project objectives in business terms.

## Business Success criteria

Describe the criteria to evaluate the success of the project.

## Situation assessment

Describe available resources, including personnel, data, and computing resources and software.

If applicable, describe also risks and contingencies, terminology, and costs and benefits.

## Determine Data Mining goals

State project objectives in technical terms.

# PREDICTIVE ANALYTICS PROCESS

Describe only the major steps involved in the process. Do not replicate what is already described in the Notebook. If necessary reference the reader to the Notebook.

## Data understanding

Bla, bla.

## Data preparation

Bla, bla.

## Modeling

Bla, bla.

## Evaluation

Results described in technical terms (e.g., reached an Accuracy of 95%).

# RESULTS EVALUATION

Describe the degree to which the model meets the business objectives. If that cannot be done without the application of the model in a real environment, describe how could that be done.

Assess the data mining results in respect to the business success criteria.

# DEPLOYMENT AND MAINTENANCE PLANS

Describe how the strategy to deploy the model into production (necessary steps, persons involved, systems that may require changes, etc.).

State how after deployment the model’s performance should be monitored and maintained.

# CONCLUSIONS

Final remarks on the project.

## Considerations for model improvement

Bla, Bla

# REFERENCES

Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. *Title of Periodical, volume number* (issue number), pages.

# APPENDIX (OPTIONAL)

1. Example of a footnote. [↑](#footnote-ref-1)