## Practical Assessment

1. **Using the dataset:**
   a. *Conduct an analysis of findings for a marketing or business stakeholder*
   b. *Visualize your results in a way that you best see fit in the role of an analyst (feel free to use a programming language, querying language, or any other free visualization tools of your choice for this)*
   c. *Provide 2-3 potential actionable insights with evidence from your findings. Provide a summary or presentation of your conclusions.*
   d. *How would you use the data or your findings to create a cross-sell (Casino, DFS, Racing & Gaming) opportunity?*

2. **What is a sportsbook research project you would be interested in conducting with access to FanDuel's data?**
   a. *Submit a write-up of what this project would look like including the reason behind the idea, the hypothesis, variables you would want to look at, and a potential methodology (500-1000 Word).*