

# BAN 500 Descriptive Analytics Project Instructions

## Course Project - Phase 1 - Dataset Selection

Your course project is composed of two phases. Please review the descriptions for both phases before beginning the project.

### Phase 1 Instructions:

In Phase 2 you will conduct a descriptive analysis and create a dashboard. In this phase you will select an appropriate dataset. Your dataset must be approved by Dr. Hill.

Dataset requirements:

- You must be able to **develop three questions** for your dashboard (see Phase 2 description) from your dataset
- At least 100 rows
- At least 5 columns
- A mixture of quantitative and categorical data (at least one column of each type)
- If you use a dataset from your work, please make sure that the dataset does NOT contain any proprietary information

Write a short description of your dataset in a Word document (including three possible questions that might be asked of the data and answered with a dashboard).

## Course Project - Phase 2 - Dashboard

### Phase 2 Instructions:

Using what you have learned about descriptive analytics, dashboards, and data visualization, create an Excel-based dashboard from the data set that you identified in Phase 1 of the project. Recall the five second "rule" (your dashboard purpose should be identified by the user within five seconds of accessing the dashboard. The dashboard should be interactive (e.g., the user could use Slicers to filter data). Do not hesitate to use text to guide the user and to provide concise instructions on the use of the dashboard. Your work may reside on multiple worksheets, but the dashboard itself **MUST** be on a single worksheet.