Milestone 1: Project Proposal

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Project Objective

A maximum of three sentences outlining the "big picture" objective(s) of the project. It should not be technical, and answer the "Why You Should Care" question - i.e. justify the managerial relevance. A non-expert should be able to understand it.

Research Question

SOMETHING (technical jargon can used added here – **one** sentence!)

Sub-Questions: (if any)

- If none, write "None"

Type of Question

The research question I will answer is a **INSERT_ANSWER** question.

Replace **INSERT_ANSWER** with one of the choices below:[1]

1. Descriptive
2. Predictive
3. Causal

Once you have made your choice, remove all text except the first sentence of this section.

Data

Keep the choice which applies to your project:

- I have downloaded the necessary data for this project. The script to download the data is data/download-data.R[2]
- I have not yet downloaded the final data for this project because the event I want to study has yet to occur, but have a working R script that downloads data for an earlier time period. The script to download the data is data/download-data.R[3]

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[1]These question types are borrowed from a paper by Jeff Leek and Roger Peng in their paper: "What is the question?"(2015).
[2]The instructors need to be able to run this script so be clear what libraries are needed to be installed.
[3]The instructors need to be able to run this script.

- **NOTES:** Only use this option if you are using the Twitter API, and the event you plan to study has not occurred by the proposal deadline
- I am yet to download the necessary data for this project
  - **NOTES:** Selecting this option comes with a **30% penalty** to your grade as you have not met the requirements for the proposal.

Data Description

Provide a short (max. 7 sentences) explaining the data you will use in your project. Where is it from? How many rows and columns? What are the important columns for your analysis? Provide a citation for the data if you didn't collect it yourself.

Analysis Workflow

My workflow will follow the following steps:

- **Step 1**. SOMETHING
  - Some details
  - More details (if needed)
- **Step 2**. SOMETHING
  - Some details
  - More details (if needed)
- ...

Communicating Results

Explain how you plan to report your results (max. 5 sentences). For example, what tables and figures do you expect your report will contain. Will the table be a regression table or something else? Will the figure(s) be a box-plot, scatter plot, something else?

Word Count

Number of Words: 416

References

Leek, Jeffery T., and Roger D. Peng. 2015. "What Is the Question?" *Science* 347 (6228): 1314–15. https://doi.org/10.1126/science.aaa6146.