



INDIANA UNIVERSITY

KELLEY SCHOOL OF BUSINESS

Bloomington

G-492 Final Project Description

Key dates for final project:

- **April 23rd** by 11:59pm (Wednesday) – draft of final project due. (You must also email the .docx file to the two peers reviewing your paper) **NOTE: Most of your final project draft can be done without data cleaning.**
 - 10% deduction on Final Project if late
- **April 28th** by 11:59pm (Monday) – Peer review rubric due (you must email both peers and submit each of those files to Canvas)
- **May 3rd** by 11:59pm (Saturday) – final project due.
 - 4% deduction each hour late (1 minute = 1 hour, 61 min = 2 hours, etc.)

Topics

Before reading on, be aware that each project type will have two files you must review, in addition to the data:

- 1. Project Description with Data.pdf**
- 2. Sales.pdf, Production.pdf, HumanResources.pdf, CustomerService.pdf, BottomLine.pdf**

You will be assigned one of the following major companies to advise: Amazon, Apple, Anheuser-Busch, Dell, Delta, Netflix, Nike, Tesla, UBER, or Walmart. For the assigned company, you will provide clear, pointed, and well-supported analysis of the following causal relationships between company choice variables and outcomes (organized by category). Using this analysis, you will then provide your analysis. You will analyze *one* of the five causal relationships, which has already been assigned to you:

1. The Bottom Line: The effect of price changes on profits
2. Sales and Marketing: The effect of changes in advertising budget on sales
3. Human Resources: The effect of salary changes on employment longevity
4. Customer Service: The effect of help desk employment levels on number of complaints
5. Production: The effect of machine maintenance rates on proportion of faulty units

Note that some of these relationships are vague and not company specific. There may be instances when the relationship does not make as much sense for a specific company in real life. In such cases, just treat it as if the company is using generic inputs to make a generic output.



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Individual Project Description

You will be responsible for determining whether it would be better to use a fixed effects (FE) model or a two stage least squares (2sls) model to complete your project. If you determine a FE model is appropriate, use the rubric and outline from Project 1 earlier this semester. If you determine a 2sls model is appropriate, use the rubric and outline from Project 2 earlier this semester.

If you determine you should use a TWFE model, use the Project 1 outline. If you determine you should use a 2sls model, use Project 2 outline.