Dos & Don'ts

1) Objective of a Business Report is to provide a logical guidance to the solution for the current business problem. Both subject matter expert and business stakeholder must be able to walk through your thought process in detail and evaluate you on the basis of your project structure and clarity.

2) Business Report is focused on process and insights. It must not include any code. You will be submitting Jupyter Notebook for codes

3) Structure your report. Use sections and subsections for better readability.

4) Study the data well before you dive in analysis. Provide a description of the data – context and variables.

   a) Wherever possible, add remarks about the wider context of the project, the problem that has been identified, affected stakeholders within the problem and constraints about the approach you are going to take.

   b) Wherever possible, provide an explanation about the important and unusual variables present in your data.

5) Provide rationale/logic behind your choice of algorithms and data processing/modeling steps.

   a) Insights from EDA must provide indication towards further data processing and modelling steps

6) Mention the source of every picture/text taken from the internet.

7) All the tables and diagrams in the Report must be clearly readable.

   a) Annotate your diagram/charts with labels and legends. Make them clearly visible (use bigger fonts and darker colour).

   b) In the Report, present only the important charts/diagrams which help you in your analysis, not every set of pictorial representation that is possible within the dataset. You may refer them on the Jupyter Notebook

8) Reframe your jargons appropriately. Elaborate it for the sake of understanding.

9) Back your claims, statements and conclusions with numerical or visual data summary. Refrain from making statements without evidence/facts/data. Critically evaluate your results in the context of your problem statement.

10) Proof-read your work and correct your errors before making the final submission. Penalty will be associated with incorrect English, labelling, structural inconsistencies etc.