

## Project Brief – Applied Business Analytics

You have been commissioned as an independent consult to explore a given dataset for an organisation. You should provide insight to the company through Exploratory Data Analysis (EDA), you may use feature engineering to aide this process. You should develop a report through **Quarto** enabling your work to be reproducible.

### Content to be submitted:

- 1) A report in either **word or pdf** containing your data cleaning, feature engineering, EDA visualisations, and conclusions.
- 2) The **Quarto file** used to **develop the report**.

### The report should include:

#### Problem Statement

- What is the task at hand?

#### Solution Statement

- What process are you going to use deliver solutions?

#### Exploratory Analysis

- Data cleaning undertaken.
- Features engineered to improve EDA visualisations.
- Exploratory analysis undertaken through visualisations.

#### Discussion/Conclusion

- Discussion/Conclusions from the exploratory data analysis highlighting insights to the company

### Marking scheme

The marking scheme for the assignment is broken down as follows:

1. 20% clarity of code and report produced.
2. 20% quantity of data cleaning undertaken and use of techniques thought in class.
3. 15% features engineered to improve EDA.
4. 20% depth of insight achieved through EDA process.
5. 25% quality of EDA visualisations produced including use of titles, subtitles, use of colour etc. and discussion.