Project Proposal Guidelines (Project Milestone 2 and 3)

In your project milestone 2, you need to submit a 5-6 pages PPT and present it in class. This should give as much detail as possible your ideas, so that I can give you feedback. In writing up/presenting your research, think of yourselves as analysts employed by or retained by a company (large or small) or by a funding source (e.g., a VC firm or incubator), who wants to understand the state of the art for using web analytics for the task in question. Review what has been done to date on your problem. The following 3 sections are suggested:

**Title Slide ( group names, project title)-** Ricardo

1. Include a statement after the title slide to the effect of “all businesses undertake competitor analyses; we’re doing it for a major “everyday” industry using the tools of this class. -- Ty
2. Problem Statement- Ty

- **Slide 1:** What is the exact business problem? Why is this analysis important to your client? What is the use scenario?

- **Slide 2:**What risks does this problem pose to your client? How will your client benefit from addressing this problem?

1. Project Design - Tim

- **Slide 3:** What tool you may use to model the problem? What type of analytics is involved (for MSBA students: summary, dashboard, trend, predictive, etc)? Is this content, structure or usage mining problem?

- **Slide 4:** How do you model the problem in a web analytics procedure? What data sources can be used? Do you need to crawl/retrieve the data from the Internet? Over what period of time will you track this data?

1. Expected Results- Ricardo

- **Slide 5:** How will you evaluate your results (or convince your client that your method is working)?

- **Slide 6:** How do you expect to present the final results? (e.g. report, chart, ranked list, probabilities, decision support, etc)?

Your project milestone 3 is a mini presentation from each group (3 minutes in class). You may have just one member of the team to present this time.