Project outline

Please submit an outline for your project. You are not obligated to present the same version of what you submit in the outline, as you may encounter unforeseen issues with your analyses down the road. Regardless, a thorough outline will significantly help your chance of success at this project.

Outline format: Your report should have a font size of either 11 or 12, single-spaced, and a <u>maximum of 1 page long</u>. Include the title of your project at the top and your group's name below the title. The following information should be included in point form. Please keep your responses concise, as you have limited space. We will not grade beyond the first page.

1. Research question (8 points)
   a. What novel question(s) do you aim to answer in your project?
   b. Who will be your potential audience (e.g., a manager/executive in a particular function of a particular industry or policymakers/government agencies)?
   c. Why would they be interested in your question(s)? Be specific.

2. Data (8 points)
   a. What is the data source? Please list the name of the dataset and its web link.
   b. What is the data period?
      i. e.g., Jan. 2017 – March. 2019
   c. What is the level of observation?
      i. e.g., Individual customer-brand, state-year, brand-month, city-quarter
   d. Do you have repeated observations for a given party?
      i. e.g., multiple years of a state, multiple months of a particular brand

3. Model (5 points)
   a. What is the outcome of interest (Y variable)?
   b. What covariates or predictors (X variables) do you plan to include in your model?
   c. What statistical model(s) do you plan on using?

4. Results/conclusions (4 points)
   a. What are the final results and conclusions?
   b. If you have not checked any plots or conducted any statistical analyses yet, what conclusions can you expect or reach based on your analyses?