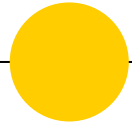


# **Week 5 Project Data Analytics**

**interesting insights from data**





## Your chance to shine

- Put in practice what you have learned these past weeks
- Showcase your skills
- Part of you DA portfolio



## Our chance to assess your skills

- If need be: help you review items from the past weeks
- Advise you on learning path going forward
- Advise you in your job hunt



## What do we want to see?

- Insights and Information from Data
- Formulate an interesting question
- Find data to help you answer that question
- Clean
- Analyse
  - understand the problem
  - understand the data
- Present
  - (help us) understand the problem
  - (help us) understand the data
  - Suggest solutions



## Don't be shy

- you can do more than you think
- Some module 2 projects from earlier colleagues:
  - Understand factors driving AirBnB pricing
  - Explore the relation between refugee flow and number of terrorist attacks in a region
  - Estimate Customer Lifetime Value and define the factors driving that.



We're here for you

- We will
  - Give feedback on your question and selected data
  - Help when you get stuck; directing you to the/an answer
  - Ask difficult questions
  - Ask you to explain your thought process and code
  - Help you with your final presentation
- We will not
  - Create your project for you
  - Micromanage your time



## What should the project be about?

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- You choose the subject, but you have to use data from one of the open data portals
  - Examples:
    - [Amsterdam Data Portal](#)
    - [Barcelona](#)
    - [Berlin](#)
    - etc.
  - Look for data sets, not reports with processed data



## Process

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- Plan (using Trello, so we can also see where you are)
- Formulate question
- Find data
- Clean data using Python
- Store clean data in both a .csv file and a MySQL Database
- Exploratory Analysis, reading data from MySQL
- Visualize data using Tableau
- Create and test (at least one) hypothesis
- (optional: build a Machine Learning model
  - But only if it helps answer your research question)
- Formulate conclusions / answers
- Prepare presentation
  - And practice this, maybe one-to-one
  - We can create breakout rooms for this, and promise to stay out if you want
- Present





## Schedule

- Friday
  - afternoon: pitch your project question (2 minutes each)
  - end of day: choose partner and agree on question (optional)
- Week 5 is mostly dedicated to this project
- We may have some small lectures/labs/workshops, and these will take up way less than 50% of the working day
- We still do daily standups and games
- Same as always: discuss between yourselves, help each other, if that fails, we are here for you.



Questions?

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Let's go!

