

PROJECT PLAN DELIVERABLES

OBJECTIVE The purpose of the Project Plan is to empower your analytical process and commit to a course of action. Begin with a stakeholder's (or your) problem or question. As the analytical threads are pulled, you may find unexpected insights presented in the data.

The quality of the questions asked can play a significant role in the eventual insights offered. Focus on a few things. Expand as time allows.

PURPOSE **OVERARCHING QUESTION, HYPOTHESIS OR PROBLEM STATEMENT**

- Define and focus the purpose for your analysis.
- Make a selection that will require multiple points of investigation.
- Be careful not to be overly broad with the question; avoid “boiling the ocean”.
- Clearly identify the benefit to the business or organization.
- What are you hoping to accomplish in the analysis? What are your desired outcomes?

DATA **PRIMARY AND SECONDARY SOURCES TO SUPPORT YOUR ANALYSIS**

- Which datasets have you selected? Where is it sourced from? (website url, etc.)
- Based on the “Story of One Row” what is the potential value of each dataset?
- Which columns or calculations do you expect to provide key insights for the analysis? How do you expect they will contribute to the data story?
- Profile each dataset that you plan to include in the analysis listing its general attributes (size, range, descriptive statistics, as appropriate).
- Secure secondary data to expand the support for the analysis.
- Create a data dictionary for your selected data. Note any columns to be excluded.

ANALYSIS **DATA DRIVEN INSIGHTS**

- What "Key Performance Indicators" will provide you with insights toward your answer the goals outlined in your Purpose statement.
- Create a focused list of questions you will be using as starting points for your analysis.
- Describe the process you will implement to draw observations.
- What additional calculations or statistical measures will be required to complete the analysis?
- Are there any models or “what if” scenarios that to you plan to build and to test your data with?
- What method(s) will you use to confirm your findings?
- Make note of any limitations or assumptions in the data that will affect your analysis.