**[Assignment 2.1: Milestones #2 and #3: Introduction, Background, and Literature Review](https://ole.sandiego.edu/webapps/assignment/uploadAssignment?content_id=_3087384_1&course_id=_111326_1&group_id=&mode=view)**

Now that your proposed topic has been accepted, it is time to begin writing your Capstone Article based on the  [Capstone Article Template](https://ole.sandiego.edu/bbcswebdav/pid-3087384-dt-content-rid-43309867_1/xid-43309867_1) [Click for more options](https://ole.sandiego.edu/webapps/blackboard/content/listContent.jsp?course_id=_111326_1&content_id=_3087292_1&mode=reset#contextMenu) . Your Capstone Article should be an empirical analysis of your proposed topic. You are to provide a written account of your evidence-based approach using real-world data, methods, metrics, and results. Your Capstone Article should be of publishable quality and ready to be submitted to publishers by Module 7. There is NO page limit for your Article. You can also change/edit/add/remove the sub-headings to meet your needs and Article's structure.

As the nature of an article provides more condensed information than that of a lengthy research paper, it is important that your Capstone Article contain a high concentration of high-quality content. In your writing, it is important to answer the “why,” “how,” and “what.” You will need to write succinct paragraphs, using APA 7 requirements, considering the following structure:

* 1-2 sentences explaining the “why”/”solution” covered in the given paragraph. In other words, these sentences are used by the readers to define “why they should care about this paragraph” or “why the paragraph is important and has its place in the article.” If the paragraph does not advance your argument, it likely should not be there. It is important to understand the difference between “Why” and “What” as people very often confuse them. For instance, when buying a car, the “what” would say, “I need a car,” while the “why” would say, “I need to go places.” In other words, the “why” focuses on the end goal rather than the object of getting there.
* 1-2 sentences covering the “how,” meaning how you got to your solution above, using what methodology.
* 2-5 sentences, depending on the complexity, covering the “what” or object you are bringing forward. It is also the place you should consider using examples or metaphors in order to help your reader better comprehend your argument with simple concepts.

Additionally, the Capstone Article should include visuals, graphs, tables, and diagrams where applicable to each project.

Beyond the deliverables of this project, it is important to understand that *storytelling*is one of the most difficult tasks within the main roles of a data scientist. Thus, by mastering the structure and skills covered in the readings above, you will set yourself up as a data scientist who can stand apart by effectively communicating complex ideas to technical and non-technical leaders alike.

For this assignment, you and your teammate(s) will fill out the “Introduction,” “Background,” and “Literature Review” sections (Sections 1-3) of the Capstone Article Template, then upload the document by clicking on the title above.

Introduction Section:

* Should include an introduction to the topic, its relevance, and briefly describe the relevant details to build up to your working hypothesis/thesis statement.

By answering the “so what?” question throughout your paper, you are taking the necessary steps to ensure your content is not only relevant to your reader but also proves that the argument is well developed throughout the article. In both academic and professional settings, it is a critical practice for both quality and relevancy insurance.

Background Section (composed of three parts):

1. **General information on the topic**: The purpose is to provide a description of the environment around your topic and any background information that will allow for a seamless transition to the next section about the problem identification. In this section, it is important to call out any observations and official reports supporting that your topic has tangible substance.
2. **Problem identification and motivation**: The purpose is to provide an overview of the issues that you intend to address in your project. Once identified, you will need to provide background information on the problem. This section should answer the questions of: How does it affect you/people/organization/industries, why the problem is important to you, and why an organization or industry should find it important. It is important to ensure that you do not confuse a problem statement with a thesis statement or research question.
3. **Definition of objectives**: The purpose is to define the actions you will take and the answers your project will have to offer in order to resolve the problem you identified. Additionally, you will need to specify what you expect the effects on the problem statement if your answers are validated and/or if your answers are disproved.

Literature Review Section:

* **Purpose:** To position your project in relation to other scholars and demonstrate that you have acquired enough knowledge about the topic to identify gap opportunities or contribute to existing research.
* Steps:
  1. Start by making a list of *keywords*related to your topic; then, you will include **at least 5 sources** published within the last 10 years covering different aspects of your topic.
  2. Once you have identified your sources, you will need to organize them by selecting a literature review type (i.e., chronological, publication, trend, thematic, methodological, and so on).
  3. Lastly, for each source, you will need to define the themes, patterns, contrasting facts, validating facts, and gaps in sources.

Here is a useful link to study and learn about [words and phrases to avoid in academic writing](https://www.scribbr.com/academic-writing/taboo-words/).

Only **ONE** member of your team needs to submit this assignment.

To understand how your work will be assessed, view the  [assignment rubric](https://ole.sandiego.edu/bbcswebdav/pid-3087384-dt-content-rid-38684832_1/xid-38684832_1) [Click for more options](https://ole.sandiego.edu/webapps/blackboard/content/listContent.jsp?course_id=_111326_1&content_id=_3087292_1&mode=reset#contextMenu) .

Click the assignment link above to submit your assignment.