[COVER]

DELIVERABLE REPORT OF [BUSINESS NAME]

“The narrative gives life to numbers.” ~ Murtaza Haider

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1. Introduction
2. Literature review

[What : introduce your research questions and hypothesis.]

1. Methodology

[What : introduce the research methods and data sources you used for the analysis]

1. Results

[What : present your empirical findings ]

Starting with :

* descriptive statistics (see Chapter 4, “Serving Tables”)
* illustrative graphics (see
* Chapter 5, “Graphic Details” for plots and Chapter 10, “Spatial Data Analytics” for maps),
* you will move toward formally testing your hypothesis (see Chapter 6, “Hypothetically
* Speaking”)
* In case you need to run statistical models, you might turn to regression
* models (see Chapter 7, “Why Tall Parents Don’t Have Even Taller Children”)
* categorical analysis (see Chapters 8, “To Be or Not to Be” and 9, “Categorically Speaking
* About Categorical Data”).
* If you are working with time series data, you can turn to
* Chapter 11, “Doing Serious Time with Time Series.”
* You can also report results from
* other empirical techniques that fall under the general rubric of data mining (see Chapter
* 12, “Data Mining for Gold”).

1. Methodology

[What? ]

1. Results

[What? ]

1. -Discussion (power of narrative//storytelling)

[What? ]

1. Conclusion

[What? ]

1. references, and appendices (if needed).

[What? ]

References

Sources : Getting Started with Data Science: Making Sense of Data with Analytics, p91 : The Narrative, p93 : The structure of the narrative