**Project 1 Assignment and Rubric**

Please read attached case study. For this assignment, you are to create teams of two to four (if you need help finding a group, just let me know We can finalize this in class on Monday). For this assignment, your major deliverable is a report to the CEO of realdirect.com regarding your insights into the market and your suggestions about how data should be collected off of the realdirect.com site. You will incorporate questions 1, 2 and 6 into this report. Please just read questions 4 and 5; you do not need to submit answers to these questions.

Grading will revolve around the report itself.

The report should be organized into an intro/background in which the problem is clearly stated and your method of approaching the problem and drawing conclusions is clearly outlined. After this introduction, you should address question 2 and discuss your exploratory analysis of one or both of the attached data sets. This section should include meaningful plots – pictures are often more powerful than words, and actionable insights drawn from patterns found in the data. Next questions 1 and 6 should be addressed, identifying what data you would like to have, what can be gathered from the internet site and outlining a data strategy of sorts. Points will be given as follows:

[20 points] The report is a well-organized, complete flowing document appropriately addressed to the CEO.

[60 points] The exploratory analysis done is thorough, and multiple meaningful graphs and insights are provided. In addition, methods of cleaning are briefly discussed with justifications for removing outliers, duplicates, etc.

[30 points] Questions one and six are addressed thoughtfully, with ideas as to how to collect relevant data from the site in the future and ideas about a data strategy, perhaps incorporating website data with public rolling sales data like that you are analyzing for this project.

[10 points] A definitive conclusion, touching on the major points of the paper.