DAO2702 Programming for Business Analytics

Final Project Assignment

# Scope of the Project

The task of each team is to develop a business case study, address business questions related to the case study, and implement Python to answer the proposed business questions using real data. The project should apply one or more of the topics discussed in the module, such as data visualization, statistical hypothesis testing and linear regression.

# Report Requirement

Each team must submit

1. A formal report in Word or PDF file (about 5 pages long);
2. A Python HTML file containing the code written and all the results (numerical values, diagrams, tables) for answering the business questions proposed;
3. The data file used in the project. Please upload the csv file, if possible, and describe the data source in the report.

The report is recommended to include the following components:

* + Case study description
  + Data source
  + Business questions or hypotheses
  + Analysis results
  + Findings and conclusion

# Evaluation Criteria

The project will be evaluated in terms of the following components:

* + ***Case relevance:*** The case study must address a **real-world** business problem with clear objectives. The background of the case study is clearly described.
  + ***Data quality:*** Data are authentic, comprehensive and pertinent in support of the needs of the case study. It will be highly appreciated that data from multiple sources are used and combined.
  + ***Analysis:*** Students must demonstrate a solid understanding of the business problem in the proposed project and propose appropriate research questions relevant to the problems.
  + ***Technical skills:*** Students show great integration of the analytics concepts discussed in the module including effective data visualization, rigor of regression model construction and evaluation, and creative solutions to the proposed business questions.
  + ***Writing:*** A well-organized report with good scientific writing skills. The report contains succinct and well-written text as well as insightful tables and charts.

# Project Timeline

* A video presentation **(about 15 minutes)** of the project together with the project report must be submitted to IVLE before **11:59PM April 19**. All team members must present in the video.

For submission, please zip the video file, data file, Python HTML and report file into a single zip file. The zip file name must follow the instruction: Finalproject\_A1\_TeamName. (from tutorial session A1)