## Project Proposal

Executive Summary

Consulting & Co. is a consulting company focused on finding appealing investment opportunities for its clients, supporting the growth small, large and private companies, while also guiding new entrepreneurs starting their careers.

To better serve the purpose, it tasked its analysts with analyzing the market, in particular the company that achieved the highest growth over the previous 4 years.

Consulting & Co will use the final deliverable to inform its consultants, enabling them to guide and support their clients in making smart and informed decisions.

Why

As a consulting company Consulting & Co. is committed to provide our audience the tools to analyze the most high-performing companies.

This report analyzes the companies with the highest revenue growth from 2010 to 2014. This will offer our audience potential investing opportunities or diversification strategies. Plus, it can be used in websites or blogs, articles as an informative resource. In addition, allow start-ups to draw attention on promising industries.

*Expected Outcome:*

* Help the audience discover relevant insights through an interactive dashboard
* Suggest optimal paths to follow when starting a new business
* Provide an overview for investors exploring diversification opportunities
* Understand the density and distribution of the best performing companies/industry in the USA

Who

The report will be presented to our consulting team, responsible to advice and guide customers actions.

Their main purpose is to know the overall performances of the different businesses to offer strategic advices to new and old entrepreneurs and companies.

The informations they obtain aim to provide informed suggestions and improve consulting. Core component of our business relies on knowledge and expertise, in this regards the report requires to be clear, straightforward and interactive where key insights and metrics must be clearly recognizable.

The consulting team group is formed by six people, they are all 35 to 40 years old. It happens they don’t have any problem understand numbers or chart and they work with dashboards most of the time. They are all very professional and experienced in the consulting field. They know well the business and they mostly work with big companies looking for diversification opportunities.

**Needs/Goals to achieve**

* Turn insight into data-driven action for privates and businesses
* Beneficial to be well-informed about anomalies, trends and correlation
* Deeply understand and learn key insights from trustworthy sources

What

The dataset comes from the Inc. 5000 Magazine, published in 2014, and include the 5000 companies with the highest revenue growth over the previous 4 years.

Every row represents a different company, their revenue and growth, as well as the industry and geographical area.

The data is reliable, structured, and mostly cleaned. Only few phases of data wrangling were necessary due to some missing values, and formatting inconsistencies.

Outliers were present. Talking about growth and revenue, some companies grew more than the average, meaning that some of them had extremely high growth and revenue compared to the rest. I decided to keep them, as they are the most successful ones; I want them to be visible and recognizable as excellent investment opportunities.

Unfortunately, growth and revenue were stored as aggregated values over the 4 years, making it impossible to distinguish annual growth and revenue separately. Despite this, the data still allows a clear analysis of the companies.

How

The presentation will take place in the meeting room of Consulting & Co, a room sufficient to accommodate up to 10 people. The timeline is about 10 to 15 minutes, and potentially other 20 minutes for questions and final discussions. The report format requires fitting a relatively wide screen (43 inches).

The presentation will be structured in different story point using Tableau, with each point covering a different aspect of the data, such as geography, industry performance, growth and revenue performance.

It would be beneficial to create an interactive dashboard, allowing consultants to easily find the information they need, filtered by specific geographical area or industry.