Final Project – Table of Contents

Introduction

* Scope/Context of this analysis
* High level background

Business Questions

* What business questions will your analysis answer

Data Acquisition, Cleansing, Transformation, Munging

* Describe your data acquisition process
* What data did you select , all, subset, why
* What was your initial quality assessment
* What fields/variables did you finally decide on, why
* Provide a data dictionary
* Provide data descriptive statistics, rows, str,
* Did you have to do any cleansing, describe
* Graphs, charts, tables, text
* Interesting findings ?
* Code in appendix

Descriptive statistics

* Provide demographic statistics ie.
  + Customers
  + Location
  + Amenities
  + Other categories of interest
* Any early observations, nuggets of interest, interpretation, interesting findings
* Graphs, charts, tables, visuals, text
* Code in appendix

Use of modeling techniques

* Linear modeling
* Association Rules
* Support vector
* Provide key statistics of interest and interpretation for each model
* Code in appendix

Visualizations

* I don’t expect a separate section for this. I expect visuals to be integrated with the above sections, possibly results & actionable insights

Overall interpretation of results/Actionable Insights

* Are the results actionable (as compared to just interesting). Are your recommendations/actionable insights supported by your models, if yes, indicate which model supports which recommendation.
* Actionable recommendations to management
* Did you answer all the business questions
  + Summarize here

Appendix

* Code