

Business Intelligence and Reporting

Semester Project [30 points TOTAL]

The semester project is intended to allow you to practice putting all of the concepts from class to use in a data project of your own choosing. You will be expected to collect data, clean that data in preparation for analysis, then implement your chosen form of analysis in order to address your proposed research goal. You may choose any research question that interests you, so long as you can obtain data to address that question from the European Data Portal:

- <https://www.europeandataportal.eu>

What should I Choose for a Project?

- Pick a question that **you** find interesting.
- It should involve some form of analysis utilizing Tableau visualizations.
- You should be able to describe a policy implication of your research. (Can be business, public, or personal policy)

Steps to Project Completion:

1. Project Proposal (5 points)
 - What data will you use? [1 point]
 - What question will you attempt to answer? [2 points]
 - What kind of analysis will you use to answer your question? [1 point]

- How will you use the information you collect to answer that question [1 point]
2. The Project (25 points)
- Conduct your proposed research based on your proposal using the tools covered in this class. You should do the following:
 - Collect and organize the data in preparation for addressing your research question [5 points]
 - Analyze/visualize the data to answer your research question [5 points]
 - Create three or more visuals based on the data that address your research question [5 points]
 - Write a short summary of your findings (about 3 pages) [5 points]
 - Discuss the policy implications of your findings in a short recorded presentation [5 points]

What to Turn In:

1. Project proposal (in Word or PDF format, submitted through Canvas) – turned in during the proposal phase
2. Tableau workbook for project visuals (submit through Canvas)
3. Project write-up (in Word or PDF format, submitted through Canvas)
4. Your recorded presentation (submitted through Canvas)