University of Leicester

MINI-PROJECT

Module name	Linear Statistical Model
Deadline	8 December 2021, 2pm
Submission method	The PDF version in blackboard via Turnitin.
Number of words required	3000 words
Student Name	
Student ID	

Instructions to candidates:

You are required to write a report of approximately 3,000 words. You must work individually and all submitted reports will be checked for plagiarism using on-line tools.
Any literature used should be cited formally.

The Project Summary

The dataset constitutes the *"Internet use in the UK annual estimates by age, sex, disability, ethnicity and economic activity".*

You are currently working as project executive in a company that is a market leader in Asia in Telecommunication sector. The company's objective is to go across the globe in next 10 years with its operations to start in United Kingdom by the mid of next year i.e. June/2022.

The company currently dealing in Broadband, and Pay as you go SIM connections and also has privilege to hold Best Student Broadband Provider Award. The company's current target markets are remarkably diverse in terms of age, sex and ethnicity.

However, the company is expecting intense challenges to develop its market share in UK Telecom sector as it's already considered to be saturated market.

"Being Project Executive, you are required to evaluate if it seems profitable project to initiate its operations in United Kingdom and the investment and advertising should be more for which groups according to their usage."

You have been commissioned to analyse this data and report on statistical trends. Your report should detail your findings and also provide a description of the mathematical and statistical techniques used.

Source:
The data are published by the Office for National Statistics (www.ons.gov.uk).

Total:
100 marks