**BUSINESS ANALYTICS**

2020 – 2021 Guidelines Project

**What is the project about?**

In this project we want to see how you can use relevant methods, apply the concepts seen in class and deliver meaningful results in a professional context when the reader is not a specialist and needs explanations.

**Basics :**

* The maximum length of the report is 20-25 pages (from introduction to

conclusion). There is no maximum length for appendices.

slides, it is left at your convenience)

* The reader is a non-specialist. You will explain what you did and why. All

results should be explained and demonstrated (using relevant statistical tools or tests). Insist on interpretations.

**What is the plan of your report?**

• Introduction: contextualization, problematic, main definitions of the concepts (if needed)

* Part 1: explain your methodology, how you collected your data. Describe your variables. What do you expect, what are your hypotheses?
* Part 2: descriptive and diagnostic analyses (you will use Tableau, and you can complement your analysis with Excel and/or SPSS and/or other relevant software)
* Part 3: predictive and prescriptive analyses (you will use SPSS, and you can complement your analysis with Excel and/or Tableau and/or other relevant software
* Part 4: discuss your results. What are the main findings, what are the strengths of your analysis? Your main weaknesses? What do you recommend? Do not forget to insist on interpretations and managerial recommendations.
* Conclusion: summarize your results and answer the problematic
* Appendices