

Group research project

Analytics for Marketing Decisions

To do

- Project roster: pls see google sheet on top of Blackboard
- **Coming up:** Apr 25 (in-class) Project final presentation - **10 min** per team including Q&A

Checklist for the project **final** presentation

- 10 min PPT presentation per team (~11 slides or more)
- Suggested outline:
 1. Title slide
 2. (1-2 slides) Big picture – context of your business problem. Motivation.
 3. (1 slide) Define your specific and concrete business problem.
 4. (1 slides) Introduce your dataset.
 5. (1 slides) Levels of the data. Guide us through your first few data rows. Summary stats.
 6. (1-2 slides) Correlations. Interesting relationships.
 7. (~3 slides or more) Pls guide us through your analysis. What did you do and what results did you get.
 8. (1 slides) Empirical challenge(s) you faced. What was the biggest challenge in your analysis and how did you address it? (could also be in the middle of part 7)
 9. (1-2 slide) Conclusions. **Business recommendation. Link it to your business problem!** (probably, most important slides – pls spend good time on them)
 10. (1 slide) Next steps. If you were to refine the project further – what are the directions?