

Project Submission Guidelines

Data Science for Business (SS 2024)

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This is an abstract.

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1 Heading

[Brendel](#) [2020, p. 12] is a reference to a paper. I can also cite it in brackets [[Brendel](#), 2020, p. 12].

Table 1 is a table and Figure 1 is a picture.

Table 1: title

Col1	Col2	Col3
A	B	C
E	F	G
A	G	G

Figure 1: This is me



2 Literature

Dominik Brendel. Purpose: A foundational theory for an up-and-coming topic. *Marketing Review St. Gallen*, 37(4):10–16, 2020.