

# Today's Agenda

## Weeks 14 and 15: The Final Project

- Data is now available on Moodle

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# The Final Report

Quarterly sales data for 16 salespeople at our  
hypothetical company

# The Final Report

| Salesperson | Year | Time | Quarter | Sales  | Gender | Region |
|-------------|------|------|---------|--------|--------|--------|
| Bob         | 2017 | 1    | Winter  | 150.3  | Male   | North  |
| Bob         | 2017 | 2    | Spring  | 129.41 | Male   | North  |
| Bob         | 2017 | 3    | Summer  | 158.53 | Male   | North  |
| Bob         | 2017 | 4    | Fall    | 196.4  | Male   | North  |
| Bob         | 2018 | 5    | Winter  | 168.82 | Male   | North  |
| Bob         | 2018 | 6    | Spring  | 169.37 | Male   | North  |
| Bob         | 2018 | 7    | Summer  | 188.39 | Male   | North  |

Each salesperson has 20 observations  
(Sales across 4 quarters x 5 years)

# The Final Report

| Salesperson | Gender | Region | Education | Age |
|-------------|--------|--------|-----------|-----|
| Bob         | Male   | North  | 9         | 45  |
| Bob         | Male   | North  | 9         | 46  |
| Bob         | Male   | North  | 9         | 47  |
| Bob         | Male   | North  | 9         | 48  |
| Bob         | Male   | North  | 9         | 49  |
| Chris       | Male   | South  | 12        | 40  |
| Chris       | Male   | South  | 12        | 41  |

Dataset provides basic demographic info for each salesperson

# The Final Report: Three Sections

- Each section requires an argument
  - Introduction, Body and Conclusion
- Every claim requires evidence
  - Descriptive statistics, visualizations, tables, etc.
- Assignment details on Moodle