# Data-Led Executive Briefing

## Project proposal

The project proposal is a simple one-page draft of your project ideas that should help you get started with Assessment #3 Data-Led Executive Briefing.

The purpose of preparing this proposal is to get feedback from the lecturers about the ideas you have for developing your project. This is not a mandatory activity and does not count towards your grade. But it is a requirement to **send this document by Monday 6th December 11:59 (London time)** to be able to book a feedback meeting with one of the lecturers.

Your draft should be sent by email as a PDF document to the lecturer you have booked a meeting with. We won’t be meeting students that haven’t sent their draft proposals.

### 1) What is your topic?

What is the problem you want to address and what other data sets might be of interest? Who are you speaking to? London’s Mayor, or an Investor? If you have it, include any background research and literature references you have checked (Add up to 5 bullet points).

### 2) What analysis do you plan to conduct? and what are your expected results?

Refer to the data analysis techniques you might be using and how would these help answer your problem. How do you plan to visualize (communicate your results) to your selected audience? What charts/maps/tables will you produce? If possible, comment on the expected results (Add up to 5 bullet points).

### 3) What is your work plan?

Think of a plan for conducting your work and the barriers you might face. Sketch out a rough timeline, taking into account your experience so far and other assessments running concurrently with this (Add up to 5 bullet points).