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# Report title

Subtitle

Report prepared for Black Saber Software by Eminence  
Analytics

2021-04-21

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## General comments (you can delete this section)

*You can delete this section, and if you want to check what it said, just open a template from the package again. You don't have to use this particular template, but you DO need to write you report in RMarkdown and include a cover page.*

*The cover page must have:*

- *A title and subtitle*
- *"Report prepared for Black Saber Software by" your company name*
- *Date (assessment submission date is fine)*

*You can change the colour of this cover to any colour you would like by replacing 6C3082 in the YAML above (line 11) to another hex code. You could use this tool to help you: <https://htmlcolorcodes.com/color-picker/>*

## Executive summary

*Guidelines for the executive summary:*

- *No more than two pages*
- *Language is appropriate for a non-technical audience*
- *Bullet points are used where appropriate*
- *A small number of key visualizations and/or tables are included*
- *All three research questions are addressed*

## Technical report

*This part of the report is much more comprehensive than the executive summary. The audience is statistics/data-minded people, but you should NOT include code or unformatted R output here.*

### Introduction

*Provide a brief introduction to your report and outline what the report will cover. This section is valuable for setting scope and expectations.*

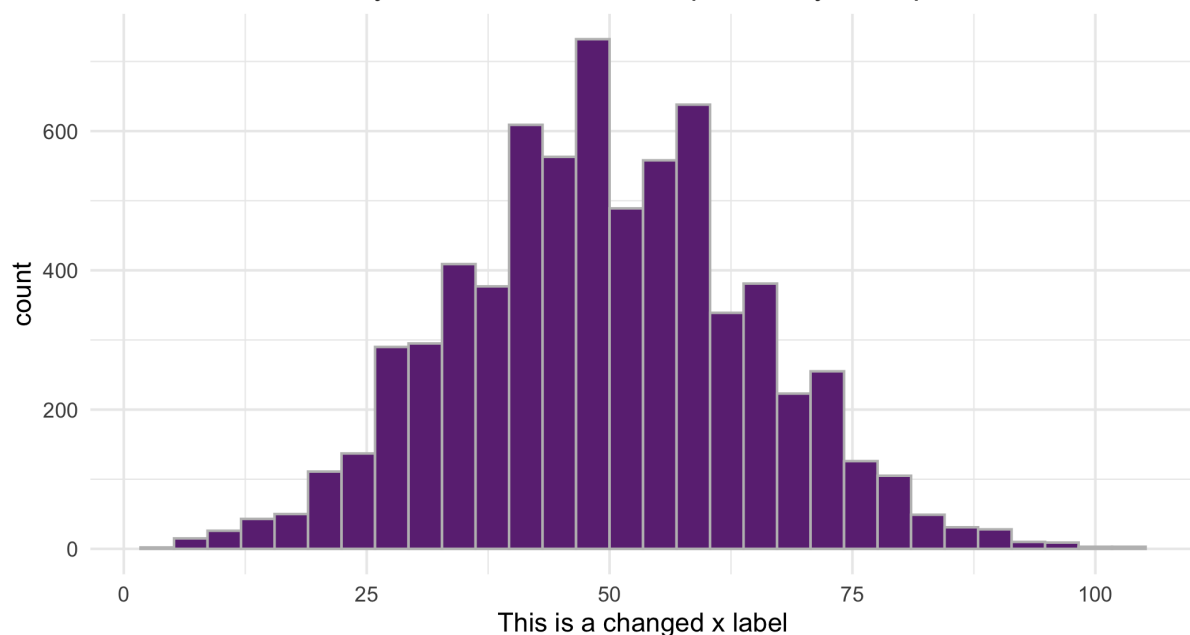
### Research questions

*Use bullet points to describe the research questions you are going to address. Write in full sentences.*

### Informative title for section addressing a research question

*For each research question, you will want to briefly describe any data manipulation, show some exploratory plots/summary tables, report on any methods you use (i.e. models you fit) and the conclusions you draw from these*

Look! A title. But do you want a title or a caption for your report?



**Informative title for section addressing a research question****Informative title for section addressing a research question****Discussion**

*In this section you will summarize your findings across all the research questions and discuss the strengths and limitations of your work. It doesn't have to be long, but keep in mind that often people will just skim the intro and the discussion of a document like this, so make sure it is useful as a semi-standalone section (doesn't have to be completely standalone like the executive summary).*

**Strengths and limitations**

## Consultant information

### Consultant profiles

*Complete this section with a brief bio for each member of your group. If you are completing the project individually, you only need to complete one for yourself. In that case, change the title of this section to “Consultant profile” instead. Examples below. This section is only marked for completeness, clarity and professionalism, not “truth” so you can write it as if we’re a few years in the future. Put your current degree in as completed and/or add your first choice grad school program, whatever you like. What skills related skills would you most like to highlight? What job title do you want?*

**Lucas Xian.** Lucas is a senior consultant with SFP. He specializes in data analysis and visualization. Lucas earned his Honours Bachelor of Science, Specialist in Statistics, from the University of Toronto in 2023.

**Dandan Zhang.** Dandan is a junior consultant with SFP. She earned her Bachelor of Science, majoring in Mathematics and Statistics, from the University of Toronto in 2021. She specializes in data visualization.

### Code of ethical conduct

*This section should be fairly short, no more than half a page. Assume a general audience, much like your executive summary.*

- *Make at least three relevant statements about your company’s approach to ethical statistical consulting. These should be appropriately in line with professional conduct advice like the (Statistical Society of Canada Code of Conduct)[[https://ssc.ca/sites/default/files/data/Members/public/Accreditation/ethics\\_e.pdf](https://ssc.ca/sites/default/files/data/Members/public/Accreditation/ethics_e.pdf)] or the (Ethical Guidelines for Statistical Practice from the American Statistical Society)[<https://www.amstat.org/ASA/Your-Career/Ethical-Guidelines-for-Statistical-Practice.aspx>]. For example, “the customer is always right” ISN’T the type of thing an ethical statistical consultant would include.*
- *Be very careful not to just copy and paste from these other documents! Put things in your own words.*

**Final advice: KNIT EARLY AND OFTEN!**