1. ***Introduction***

Describe the importance of business intelligence and data analytics to public and private sector organisation. Briefly, give an overview of the data which you analysed and why you think analysing this data is important to the various organisations. (100 words – one paragraph)

1. ***Methodology***

Describe what sequence of activities (analysis and report generation) you are going to perform as part of your business intelligence strategy. You can present this as a list of bullet points or a flowchart, but remember to write a short overview of you methodology at the beginning of this section (400 words)

1. ***Describe data sets***

In this section describe the data sets you have used. Do not forget to reference any data sets that you have downloaded from the Internet. (300 words)

1. ***Analysis Results***

In this section you will present the results of your data set analysis. It is recommended that you analyse at least two data sets. More marks will be given where you have selected data sets which have a common relationship between them and where you have joined the data sets using your selected tool. Where you have written your own code in the data analytics tool, include the code that you have written in the appendices along with any appropriate screenshots. Do not forget to include any graphical outputs in your report. However, do remember to annotate where appropriate and describe the results in a business context within your report. (800 words)

1. ***Summary and Conclusion***

Finish your report by summarising your results and making some final conclusion on the process. You might what to comment on how easy it was to obtain the data and whether the content was sufficient for analysis. (300 words)