



The Data Analytics Capstone Project Guidelines

All enrolled students are required to complete unit and final capstone projects. Students can use work data, subjected to approval from department/ organization, and use it in their class unit and final capstone projects. A student can deliver project as an individual or can team up with classmates also with max team size 3.

The below guidelines and checklist can be used as a guide during the process of any unit capstone data analytics project.

1. Answering the Question (Track 1 and Track 2)

- a) Did you specify the type of data analytic question before touching the data?
- b) Did you define the metric for success before beginning?
- c) Did you understand the context for the question and the business application?
- d) Did you consider whether the question could be answered with the available data?

2. Checking the Data (Track 1 and Track 2)

- a) Did you identify any missing values in the data such as null, blank etc.?
- b) Each variable is one column?
- c) Each observation is one row/ record?
- d) Do different data types appear in each column or table?
- e) Is there any relationship between the data columns or data tables?
- f) Did you check the units of all columns and rows/ records to make sure they are in the right range?

- g) Did you try to identify any errors or miscoding of variables in your data table?

3. Exploratory Data Analysis (EDA) (Track 1 and Track 2)

- a) Did you identify missing values?
- b) Did you make univariate plots (histograms, density plots, boxplots)?
- c) Did you consider correlations between variables (scatterplots)?
- d) Did you check the units of all data points to make sure they are in the right range?
- e) Did you try to identify any errors or miscoding of variables?
- f) Did you consider plotting on a log scale?
- g) Would a scatterplot be more informative?

4. Inference (Track 2)

- a) Did you identify what large population you are trying to describe?
- b) Did you clearly identify the quantities of interest in your model?
- c) Did you consider potential confounders?
- d) Did you identify and model potential sources of correlation such as measurements over time or space?
- e) Did you calculate a measure of uncertainty for each estimate on the scientific scale?

5. Prediction (Track 2)

- a) Did you identify in advance your error measure?
- b) Did you immediately split your data into training and validation?
- c) Did you use cross validation, resampling, or bootstrapping only on the training data?
- d) Did you create features using only the training data?
- e) Did you estimate parameters only on the training data?
- f) Did you fix all features, parameters, and models before applying to the validation data?
- g) Did you apply only one final model to the validation data and report the error rate?

6. Reproducibility (Track 1 and Track 2)

- a) Did you ensure that you are not performing any calculations manually?
- b) Did you create a script that reproduces all your analyses?
- c) Did you save the raw and processed versions of your data?
- d) Did you record all versions of your code that you used to process the data?
- e) Did you try to have someone else run your analysis code to confirm they got the same answers?

7. Code Packages (Track 1 and Track 2)

- a) Did you make your project package? For example: project folder, SQL or script files.
- b) Did you create any ER (entity relationship) diagram?
- c) Did you create your jupyter notebook files?
- d) Did you create your Tableau files and dashboard artifacts?
- e) Did you create any architectural artifacts?
- f) Have you eliminated all errors and warnings?

8. Presentation (Track 1 and Track 2)

- a) Did you provide background of data?
- b) Did you mention how you acquired the data?
- c) Did you specify the type of data analytic question you are answering?
- d) Did you try to anonymize the data to ensure that records are not personally identifiable if that was necessary?