Capstone Project Outline for Data Analytics Service

Overview:
We are seeking potential partners for our students' data analytics capstone project. This is a unique opportunity for your business to receive high-quality data analysis services while helping to train the next generation of data analysts. Our students are part of Tech-Moms, a non-profit focused on upskilling women, particularly mothers, in technical fields. In our 12-week data analytics program students learn tools like Excel, Google Sheets, SQL, Tableau, Power BI, and other business intelligence platforms, and they are eager to apply their knowledge to real-world challenges.

Purpose of the Capstone Project:
The capstone project is designed as a hands-on experience for our students to apply their technical and analytical skills to real-world business data. This project will benefit your organization by providing insights and actionable recommendations based on your data.

Project Scope:
We are looking for projects where our students can:

- Analyze a specific dataset that your business has available (e.g., CRM data, customer feedback, survey data etc.).
- Provide insights on trends, patterns, or areas for improvement based on the data.
- Build visualizations or dashboards to clearly present the findings and help inform decision-making.
- Develop reports summarizing their key findings and actionable recommendations.

Examples of Project Types:

- **Sales Performance Analysis:** Identify key sales trends, best-selling products/services, and areas where growth can be improved.

- **Customer Segmentation:** Analyze customer data to segment based on demographics, behaviors, or purchasing patterns.
- **Marketing Campaign Effectiveness:** Assess the impact of marketing campaigns and provide insights on ROI or audience engagement.
- **Operational Efficiency:** Examine internal processes to identify bottlenecks or inefficiencies based on operational data.
- **Annual Report Preparation:** Assist in preparing data visualizations and summaries for annual reports or board presentations.

Deliverables:

At the end of the project, your organization will receive:

1. **Data Analysis Summary Report** – A detailed document outlining the analysis, methodology, and key insights.
2. **Data Visualizations/Dashboard** – Interactive or static dashboards to visualize the findings and communicate them clearly to stakeholders.
3. **Presentation of Results** – Students will present their findings to your team, with an opportunity for feedback and refinement.

Timeline:

The project will span two to three weeks **starting in early Nov and ending before Thanksgiving**. During this time students will dedicate their time to analyzing your data and developing deliverables. After an initial project kickoff, regular check-ins will ensure that the project stays on track and meets your expectations.

Next Steps:

If you're interested in partnering with us for this exciting opportunity, please fill out our [client intake form](). We are happy to answer any questions and discuss how we can tailor the project to suit your business needs.

Our Only Ask:

If the student provides you with a valuable service through this project, we kindly ask that you offer the student a recommendation on LinkedIn to recognize their contributions.

We look forward to collaborating with you to create a valuable, real-world learning experience for our students while delivering meaningful data insights for your organization.

Contact Information:

Please reach out to Alyson La at data@tech-moms.org for more details or book a discovery call here: https://calendar.app.google/cw8Zxn4XAD8ssX6k8