



Semester Long Project *Background*

Project Prompt

A company would like to hire you for your consulting services. They have some extra money before the financial year closes and would like to invest it into innovation to see how Data Analytics can evolve their business. The student will first pitch a project to their client with proposed objectives and then be responsible for executing on those stated objectives after the client has agreed to the work.

Roles:

- **Student – “the Student ” or “the Consultant”** from here on out is a GWU student whose data analytic services are being requested. You are a GWU student and representing the school, thus all work products and deliverable should be done with GWU branding.
- **Professor (Ned) – “the Stakeholder”** from here on out: A mid to high-level representative from the company who is investing in data analytics and soliciting the student’s consulting services. I will be your primary stakeholder. You can assume that I am forward-leaning and understand data analysis and data science at a high level. E.g. I know what a Random Forest is, but do not know the math behind it. This background should guide how you prepare your deliverables and convey your message. The most important thing to me is to show Return on Investment and business value, not doing cutting edge analysis just for the sake of the novelty. The student will be responsible for more precisely defining what my role is within the company they choose.