Semester Long Project
Deliverable #1 – The Pitch

Overview

Students should use this project to find a dataset and create a scenario for the industry they wish to one day work in. In choosing a client, the student may choose be a real or fictitious company. The main purpose of the first Deliverable is to find a dataset that interests the student and make a pitch to the Stakeholder, that it is worth investing in and demonstrate that it will bring value to the Stakeholder's organization. This specific deliverable is very important because it will guide the student's analysis through the course of the semester. In looking for guidance in future deliverables, the student will likely need to refer back to this deliverable to ensure the student is providing meaningful business insights to the client.

Core components of Deliverable #1

1. Finding a dataset

I will provide a document separately that has some good resources to finding open-source data sets. Ideally the dataset is relatively ready to use and easy to download, however I am open to a few ideas that may require some light web scraping/API, which I would be more than happy to help with. The dataset should be bulky and complex so that it can remain interesting through the dozens of hours of analysis you will be conducting on it. You should also be thinking about how well the dataset will lend itself to analysis, visualization, predictive analysis. One note on sports, I would discourage students from doing sports related projects unless they are very serious about one day working in sports. As I discussed, this project will be very useful to talk about in interviews, and you will immediately lose ~70% of your audiences if you talk about sports in an interview. It also does not have to be just 1 dataset, you may want to combine a number of datasets together!

2. Define the industry, company, and role that the Stakeholder works in

Define the company and industry that the stakeholder works in. Bonus points for giving a backstory to the Stakeholder and describing in detail what part of the business they work in. More creative and detailed the better! This is something that you can run wild with. I have said company so far, but it can also be a government agency, NGO, think tank etc!

3. Have a pre-deliverable consultation

Prior to the product being delivered, you should have a short check-in with me to make sure I approve of the data and the industry/company. You can come during office hours, or discuss after class

4. How will the Stakeholder use your analysis? What value is this to the Stakeholder?
This is the meat of the deliverable here. In the real-world, businesses should never allow their employees to go off on wild goose chases. A good employee should come up with innovative ideas to make their work unit more efficient. Some things to think about when demonstrating value to the business is saved time, improved accuracy, deeper understanding of a business process through enhanced coverage or automation, make more money, or enhance customer interaction/experience. Effectively, all of these value propositions translates to making more money, or reducing the money that is spent.

As a part of this task, *the consultant should also identify within their dataset, a specific field that will be considered their target variable*. This will be the central component of their analysis where they are trying to understand and/or predict what influences this variable. This will be considered their dependent variable.

Format of Delivery
Format of delivery is open to the students preference though I have a slight bias to slides….
Once a consultant, always a consultant. For this delivery you will not need to present it, though you likely will in the future!