RITDataBI

Data Discovery Project (**individual** **project**)

Due November 3rd, end of day.

You are hired by Rochester Regional Health to create analytics and visualizations to explore cancer incidence in America and in New York. They will use this information to identify business opportunities in this space. The dataset provided includes information about ALL zipcodes in the United States.

Create one or more worksheets and dashboards, allowing users to visually explore the key factors influencing cancer incidence. This should be easily understood by non-statistical personnel of all kinds, including business people, nurses, doctors or administrators.

Specifically create visualizations to understand the following:

1. Which regions of the country are most prone to cancer?
2. How do the factors affecting cancer vary by region?
3. Focusing on New York State, which factors are important? What should health professionals focus on to combat them? How should RRH proceed from a business perspective?
4. Create a project summary that describes what you did, how you met the requirements for this assignment and key challenges.

A note on grading: With an ill-structured problem like this one, you will spend time not only creating a solution but will also spend time considering what the structure of a solution might look like. In other words, your solution may look and function very differently from everyone else’s!

Projects that meet the very basic requirements above will be guaranteed at least a grade of 70%. To exceed that level, one should go above and beyond these simple requirements. This can be done in a number of ways, but common approaches include:

1. Applying superior professionalism in the design and appearance of the solution
2. Finding and applying new information about the problem context (RRH,cancer, etc)
3. Finding and applying new information about the technology (i.e. using features and techniques that you learn yourself outside of class).