Obtaining Data for Your Capstone Project

**Step 1 in the OSEMN process**

To begin the OSEMN process, you would gather data. Because Inu + Neko is a mock company and we already have the mock data, we’ll provide that for you. For this part of the capstone process, we’re going to ask you a few questions to gauge your understanding of the “Obtain” phase.

**Download the Template**

[Click on this link](https://docs.google.com/presentation/d/1u3bJNJ-STOGizMMkQcasMZDI3hCTSHaRCbByEudCTLY/edit?usp=sharing) to go to the template slide deck file. You can create a copy of the file in Google Drive or download it, then fill in your answers there. Not sure how to make a copy of the file or download it? You can find the instructions by [clicking here](https://support.google.com/docs/answer/49114?hl=en&co=GENIE.Platform%3DDesktop#zippy=%2Cmake-a-copy-of-a-file).

This slide deck will be what you submit at the end of your capstone project, and it’s a good idea to check it out now and input the answers to the questions below on slides **4 through 7**.

The questions you’ll find there are:

1. Give at least two example questions you would want to answer as an analyst that relates to Inu + Neko’s business problem of “How does Inu + Neko adapt to the influx of new customers?”
2. What information do you think would be particularly important to your analysis for Inu + Neko?
3. How would you go about gathering this information?
4. What are some potential issues or roadblocks can you see in trying to get this information to address Inu + Neko’s business problem?