**ISEM3035 Introduction to Business Data Analytics and Visualization**

**Worth:** 20%

**Recommended report length:** 7 pages

**Soft copy due:** 9:00am on Dec 3rd, 2018

**Assignment type:** group work

**Description:** This assignment requires you to apply the concepts and practices you have learnt about the data analytics and visualization in Business in conjunction with your own research on a real mortgage dataset. The assignment is team-based and requires deep thinking and reflection of how the data analytics can be conducted properly and the analysis results can be presented in an informative and vivid way. In addition, the data analysis should closely revolve around the business value and solutions so as to provide innovative insights to business practitioners. To do well, your team should plan well, conduct research and allocate tasks in a fair and responsible manner.

**Data analytics on a mortgage dataset**

You are a small company that specialises in providing business data analytics solutions for consultancy. Specifically, a financial institute approached you and ask you to analyze a dataset of the mortgage in the USA in 2017. The financial institute does not have any specific objective. Instead, the organization wants you to carefully examine the dataset and explore any possible relationships amongst the variables in the dataset that have the significant and concrete business value.

You need to include the following sections in the report:

a. Executive Summary

b. The idea

c. The description of dataset

d. The description of the targeting variables you want to analyze

e. The description of method you want to adopt

f. The analysis procedure

g. The analysis results

h. The business implications and potential business values

i. Conclusion

For submission of group project, you are expected to submitted the following documents/files:

1. softcopy of your group project report

2. R commands used for analysing the data

**Note:**

1. You must identify which parts of the report were completed by each team member.