

Outline for Project Proposal

This should be a brief memo outlining the proposed work – often called a ‘one-pager’. For an analytics project, you just want to briefly sketch out the reasons for the project, the scope, and the possible benefits. It is not necessary to spell out all of the details or make full commitments to approaches, but the reader should be left with a reasonable idea of what you plan to do and why. The one-page limit is not a mandatory rule, but a motivation to keep it brief! You can attach more in-depth details as separate exhibits. Many projects end up moving in directions different from those in the original proposal once data analysis begins. This is not a problem. Your proposal is not a contract, just a verification that your team has found a problem to work on and discussed an intended approach.

Formats vary widely and depend on context and objectives. A typical list of contents for this type of analytics proposal follows below. Some of the topics (e.g. personnel, resources, cost estimates) are not relevant for this assignment but are included here for completeness.

Introduction/Objectives/Background: A brief introduction to the setting and motivation for the study. What is the business or administrative reason for the study or the challenge that the study intends to address?

Scope: How broad will the study be? How much data (e.g. number of years covered if time series data)? Preliminary study? Feasibility study?

Methodology / Approach: What approach is planned? Multivariate Regression? Logistic regression (Multinomial Logit)? It is not necessary to use all of the methods discussed in the course; be guided by the needs of the business problem, not an effort to use all tools. In other words, don’t fall into the trap of solutions looking for problems! The problem should have predictive aspects, but you can certainly go outside the topics discussed in this course if that is what the problem needs.

Key Deliverables / Potential Benefits: Some specifics linking the objectives to the answers you hope to get from the analysis. What questions do you hope to answer? How will those answers help with the objectives?

Timelines: A brief schedule, often a short table with estimated dates/times of completion for phases: e.g. Data collection, Screening, Model development, Testing, Report preparation, Presentation.

<p>Not Required for your proposal:</p> <p style="text-align: right;">Personnel Who will be involved and with what time commitments?</p> <p style="text-align: right;">Resources: Other resources? Computer or database resources required?</p> <p style="text-align: right;">Costs: Estimated cost breakdown for personnel and other resources.</p>
