

DS PROJECT PLAN DELIVERABLES

OBJECTIVE The purpose of the Project Plan is to empower your analytical process and commit to a course of action. It establishes the starting point and your overall purpose. In practice, it would begin with a stakeholder bringing you a problem or question. With these end points defined, it keeps you on track to answer the Stakeholder's stated question or problem. As the analysis begins and inquiry threads are pulled, you may find unexpected insights presented in the data.

The quality of the questions asked can play a significant role in the eventual insights offered. Focus on a few things. Expand as time allows.

PURPOSE OVERARCHING QUESTION, HYPOTHESIS OR PROBLEM STATEMENT

- Define and focus the purpose for your analysis.
- Make a selection that will require multiple points of investigation.
- Be careful not to be overly broad with the question; avoid "boiling the ocean".
- Clearly identify the benefit to the business or organization.
- What are you hoping to accomplish in the analysis? What are your desired outcomes?
- Create a list of questions you will be using as starting points for your analysis.

DATA PRIMARY AND SECONDARY SOURCES TO SUPPORT YOUR ANALYSIS

- Which datasets have you selected? Where is it sourced from? (website url, etc.)
- Based on the "Story of One Row" what is the potential value of each dataset?
- Which columns or calculations do you expect to provide key insights for the analysis? How do you expect they will contribute to the data story?
- Profile each dataset that you plan to include in the analysis listing its general attributes (size, range, descriptive statistics, as appropriate).
- Secure secondary data to expand the support for the analysis.
- Create a data dictionary for your selected data. Note any columns to be excluded.

ANALYSIS DATA DRIVEN INSIGHTS

- What "Key Performance Indicators" will provide you with insights toward your answer the goals outlined in your Purpose statement.
- Describe the process you will implement to draw observations.
- What additional calculations or statistical measures will be required to complete the analysis?
- Which data science models to you plan to build and test your data with? What method(s) will you use to confirm your findings?
- Make note of any limitations or assumptions in the data that will affect your analysis.