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Roadmap for a thesis

Clément Levallois <analysis@exploreyourdata.com> 2023-04-07

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1. The broad topic I would like to investigate is ...

(1 sentence)

2. This topic is relevant in a professional perspective because ...

(1 sentence)

3. Within this topic, a question that needs to be studied is ...

(1 sentence)

4. The model that is most commonly used to frame this research question is ...

(1 sentence)

example: the [purchase funnel](#)? the [value chain](#)? the [business model canvas](#)? a model in [consumer psychology](#)? [Gartner's hype cycle](#)?

5. To study this question, my methodology will be ...

(1 sentence)

6. This methodology will make use of this empirical material ...

(1 sentence)

7. I will collect this empirical material by doing ...

(1 sentence)

8. These are the precise steps or tools I will use for the collection of data...

(bullet point list)

9. To analyze this data, I will do:

(bullet point list)

10. My intention is to synthesize my results by:

(choose an option)

- adapting the model that I had identified in step 4
- creating a different model
- describing different scenarios
- using another method, which is:
