

Data Analytics Capstone Final Report

Your Name:

Course: DATA 650 Data Analytics Capstone

Project Title:

Date:

Executive Summary

Provide a concise, one-page overview of your capstone project. Summarize the business problem, data, analytical methods, key findings, and actionable recommendations. Ensure the summary is accessible to non-technical stakeholders.

Table of Contents

1. Business Problem and Industry Context.....	1
2. Data Understanding and Preparation.....	1
3. Exploratory Data Analysis (EDA).....	1
4. Modeling and Evaluation.....	1
5. Data Storytelling and Recommendations.....	1
6. Interactive Dashboard Summary.....	1
7. Ethical and Practical Considerations.....	1
8. Incorporating Peer Feedback.....	1
9. Reflection and Lessons Learned.....	2
10. Appendix: Full Code.....	2
References.....	2

Note: Update page numbers using the following steps:

1. Click anywhere in the Table of Contents above
2. Select “Update Table”
3. Choose “Update entire table”

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1. Business Problem and Industry Context

Clearly define the business challenge and describe why it matters. Situate the problem within the relevant industry and outline the strategic value of solving it.

2. Data Understanding and Preparation

Describe how you acquired your dataset and the steps taken to clean, explore, and prepare it for analysis. Include any feature engineering or data transformations used.

3. Exploratory Data Analysis (EDA)

Present key findings from your initial data exploration. Highlight trends, patterns, and insights that informed your modeling decisions.

4. Modeling and Evaluation

Explain the models you selected and why. Provide evaluation metrics, compare model performance, and discuss any tuning or assumptions considered.

5. Data Storytelling and Recommendations

Translate your findings into actionable insights. Clearly communicate your results and offer business-relevant recommendations tailored to your stakeholder persona.

6. Interactive Dashboard Summary

Summarize the content and purpose of your dashboard. Provide a direct link and highlight how it supports stakeholder decision-making.

7. Ethical and Practical Considerations

Discuss ethical, legal, or practical issues relevant to your project. Include considerations about data privacy, AI-generated content, and limitations. If AI tools were used, explain how you reviewed and integrated their output.

8. Incorporating Peer Feedback

Reflect on the peer feedback you received during the course. Summarize key suggestions and describe how you incorporated them to improve your project. Explain any changes made and their impact on your results or conclusions.

9. Reflection and Lessons Learned

Discuss what you learned through the capstone process. Identify skills gained, challenges faced, and how this experience supports your career growth as a data professional.

10. Appendix: Full Code

Provide all scripts used in your project to ensure reproducibility. Include appropriate comments and documentation for readability.

References