Project guidelines (Imperialumab)

The assessment for this module consists of three mini-consultancy projects, where you will work in project teams to investigate real business cases with some of our top industry partners. Each project spans three weeks and the aim is to provide analytical insight and feedback to the stakeholders on how to improve key performance indices (KPIs).

Project structure

Each project consists of three parts: The report, your video presentation and your peer evaluations.

Report

Your project report should be delivered as a slide deck (e.g. Jupyter, PowerPoint etc.) format. In contrast to your previous two projects, there's no real data analysis required for this exercise, but you may want to use native Excel and/or Python to visualise the data we are providing in the spreadsheet. The Managing Director (MD) is looking for:

- Sequential development, testing and refinement of hypotheses
- A clear story that articulates the challenges and your proposed direction.

Use the following checklist to structure your report:

- [ ] **Title page**
    - An accurate and informative title of your research. This should have a subtitle that frames the
      recommendations you will be giving in the presentation.
- [ ] **Summary**
    - A series of bullet points summairsing your observations, conclusions and recommendations to the
      MD.
- [ ] **Introduction**
    - A clear statement of your hypotheses and predictions.
- [ ] **Analysis, observations and recommendations**
    - A series of slides covering (1) your analysis, (2) your observations and (3) your recommendations, after considering the data source.
    - Do not give a detailed analysis of the techniques you used or background on the data sources you interrogate – assume your MD is knowledgeable about these.
    - Focus on clearly articulated observations using best-practice data visualisations and, most importantly, give your recommendations (if they are ready to be shared at this point in your "story"). Your slide order should reflect your market hypothesis strategy;

you should demonstrate how you have used the data to discount or lend credence to a particular hypothesis. You won't necessarily have recommendations on each slide!

- ☐ **Recommendation summary**
  - ○ You should close with aslide summarising your recommendations and any next analytical steps you may wish to undertake. Your MD will expect clear recommendations, supported by data.
- ☐ **References**
  - ○ Accurate documentation of sources (following convention).

Presentation

Alongside your report, you will record and submit a short (ten minutes or less) video presentation. This should focus predominantly on the **Analysis, Observations and recommendations** sections of your report, as well as your **Recommendation summary**. It's up to you whether you present as a group, or nominate an individual to deliver your presentation.

Please note: Jupyter has an option for slide formats and so there's no need to convert your report into a separate slide deck. If you would prefer to use PowerPoint, that's entirely up to you.

Evaluation

Once you have submitted your report and uploaded your video presentation, you will watch two other submissions (these will be pre-assigned). As a project team, you will then evaluate each presentation using a templated feedback scorecard.

Please note: You will be assessed on the quality of the feedback you provide and *NOT* on the feedback you receive from other teams.

As part of the evaluation process, you will also submit a reflective journal at the end of each project cycle, analysing your overall approach and identifying areas for improvement.

Grading

The purpose of this mini-consultancy project is to plan, analyse, execute and deliver actionable insights. Your projects will be graded as follows:

- **Project reports:** 60%
- **Video presentations:** 30%
- **Peer feedback and reflective journals:** 10%.

You will be assessed on the following competencies:

- The formulation and validation of your hypothesis
- Your storytelling and communication skills
- Your ability to convey actionable insights and feedback to the client
- Your ability to reflect and provide constructive feedback.

Project details

To succeed, you need to work together in a collaborative, efficient and systematised way, with clearly defined objectives and roles.

Project management

For this module in particular, project management skills are critical to your success. We will be providing tips and advice on project management throughout the module, but we urge you to pay attention and prioritise the following:

- Assign a project lead who will be in charge of communications, documenting progress and writing the reflective journal. The project lead will also be responsible for submitting materials for the group.
- Schedule regular meetings - at least once per week (for planning, implementation and evaluation). These formal meetings should be underpinned by daily stand-ups (see session two for more details).
- Use a tool to track your progress and prioritise tasks. All group members should be allocated tasks and if someone finishes a task sooner than expected, that person should move to the next high-priority task.
- Escalate any major blockers to key stakeholders
- Be disciplined about backing-up your work - if you are familiar with version control software (e.g. Git) use it.
- Assign someone to be in charge of QA - it's important to review your materials prior to submission. DO NOT LEAVE THIS TO THE LAST MINUTE.
- Make sure to rotate responsibilities throughout the duration of this module.

Project coaching

The module leader and wider teaching team will play the role of project stakeholders. We will not provide specific information on how to achieve something, but rather advise and coach you on what to try and what to prioritise.

Collaboration

As in the workplace, your individual success lies with the success of your team. Everyone in your team must have a specific role and contribute fairly. It is your joint responsibility to ensure that you all personally understand the content of your assignments and are able to answer any questions.

As participants in a postgraduate programme, it is acceptable for groups to collaborate in figuring out technical challenges to deliver their analysis, but plagiarism will not be tolerated.

Policy exceptions

Time management is also under evaluation here and so unless there's a technical issue or a major life-changing circumstances (proof required), we will not accept late submissions without a penalty.