Chapter 4 – Data Collection Plan

## Instructions

1. Answer the below question in the boxes provided.
2. Please submit the assignment through TalentLabs Learning System.

## Context Imagine you are working in a luxury clothing company as a data analyst. As fast fashion is becoming more and more popular, your manager requested you to analyze the clothing purchasing habits of young adults. With the data insights, the company can then decide the right strategy to tackle the challenge from the fast fashion industry.

## Before collecting any data in your city for this project, you need to make a data collection plan. Your task is to **write up the data collection plan** on how to carry out data collection to solve this problem.

## We have already provided a framework (next page) for you to structure the plan. Although we provided a framework for you, please remember that you are creating a plan, not answering questions. Your plan should look like a proposal instead of exam paper.

## Make use of the notes from the lectures to build your plan. Pay particular attention to privacy, bias and sampling. Explain the consideration you should make in this project regarding each of those things, and how each issue will be approached and avoided. (15 marks)

## Data Collection Plan

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| **Problem Statement (1 point)**  **Data the needs to be collected & Scope of data (2 points)**  **Timescale (1 point)**  **Execution - How and Who will collection the data (2 points)**  **Data Storage Security (1 points)**  **Privacy Considerations and Remediation (2 points)**  **Bias Considerations and Remediation (2 points)**  **Sampling Challenges and Remediation (2 points)**  **Limitations (1 point)**  **Back-up Plan (1 point)** |