

# PROJECT PROPOSAL REPORT

- Project is worth 30% of the final grade:
  - 5%: Proposal Report and Presentation (Week 9)
  - 10%: Final Presentation (Week 12 or 13)
  - 15%: Final Report (Week 13)
- Project Proposal Report: Two pages long. Answer Basic Questions:
  - **Client:** Who is the client? Describe their line of business and operational details.
  - **Problem:** What are the problems the client is facing?
  - **Model:** What are the decisions you be helping the client make? Add Influence diagram, Black box model and other visuals or charts.
  - **Analysis:** What analysis techniques will you be using to validate your approach? Sensitivity, Trade-off, Simulations?
  - **Benefits:** What are the potential benefits of your model? Can it be extended to other problems, or other businesses?
- Grading Project Proposal: Valuation points:
  - Problem **originality**, and modeling **elegance & innovativeness**
  - Ability to reveal problem **structure** and apply **analysis**
  - Appropriate use of techniques and tools
  - **Clarity, completeness, and accuracy** of the report
  - Good writing skills (<http://www.thulasidas.com/accidental-writer/>)