

# Project Brief

## Project Title:

### [INSTRUCTION]

- Write a clear and specific title, around 10–15 words.
- Include key concepts (e.g., “Machine Learning”, “Mobile Banking”, “Customer Churn”).
- Avoid vague words like “*Analysis of Something*”; instead use structure such as:
  - “*Predicting Customer Churn in Pakistani Banks using Machine Learning*”
- Do not start with abbreviations (e.g., avoid “ML-based...” as the very first words).
- Make sure the title matches your objectives, methodology, and data source.

## Project Brief:

(Write brief introduction of your FYP)

### [INSTRUCTION]

Write one short section of 150–250 words that answers these points in order:

1. **Context (2–3 sentences)**
  - Briefly describe the domain (e.g., FinTech, marketing analytics, supply chain, finance).
  - Explain why this topic is important today (industry need, research gap, local relevance).
2. **Problem (2–3 sentences)**
  - State the main problem clearly.
  - Example patterns:
    - “Despite X, organizations still face Y because Z.”
    - “Existing approaches in ABC are limited in terms of accuracy / cost / usability.”
3. **Proposed Solution (3–4 sentences)**
  - Mention what you plan to do:
    - Type of model / framework / tool
    - Type of data (e.g., bank transactions, survey data, stock prices, social media data)
  - Make it clear how your solution addresses the problem.
4. **Scope (2–3 sentences)**
  - Mention what is included and what is not (e.g., “This study will focus on commercial banks in Pakistan only”).
  - Avoid very broad statements like “This will solve all problems in finance.”

## Objectives of the study:

(Specify the objectives of the study)

### [INSTRUCTION]

- Write **3–5 clear, numbered objectives**.
- Each objective should start with an **action verb** and be **specific and measurable**.
- Use this structure:
  1. *To identify...* (exploratory)
  2. *To analyze...* (comparative / diagnostic)
  3. *To develop...* (model / framework / prototype)
  4. *To evaluate...* (performance using metrics such as accuracy, RMSE, NPV, ROI)
  5. *To recommend...* (optional, for managerial implications)
- Avoid vague objectives like “*To study...*” or “*To understand...*”. Be precise:
  - Instead of “To study customers”, write “To analyze the key factors affecting customer churn in digital banking apps.”

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**Proposed framework/Model/Methodology:**

(Briefly explain the methodology you will follow to achieve your objectives)

**[INSTRUCTION]**

Write 1–2 short paragraphs or 4–6 bullet points explaining:

1. **Overall Research Type**
  - Is your project: **empirical (data-driven), conceptual, case study, prototype development, or analytics report?**
  - Example: "This project follows an empirical research design based on secondary financial data."
2. **Data Source(s)**
  - Clearly mention whether data is:
    - Primary (surveys, interviews, experiments)
    - Secondary (online datasets, financial statements, transaction data, API data)
  - Specify sample size if known (e.g., "at least 300 survey responses").
3. **Tools and Techniques**
  - Mention the **software** (e.g., Python, R, Excel, SPSS, Power BI, Tableau) and **methods** (e.g., regression, clustering, forecasting, sentiment analysis).
  - Link each method logically to a specific objective.
4. **Step-by-Step Plan (High Level)**
  - Data collection / extraction
  - Data cleaning and preprocessing
  - Model development / analysis
  - Model evaluation using suitable metrics
  - Interpretation and recommendations
5. **Validation / Evaluation**
  - Mention how you will judge whether your model / framework works:
    - Accuracy, confusion matrix, MAE/MAPE, backtesting, financial KPIs, etc.

<b>Key Words: [INSTRUCTION]</b> <ul style="list-style-type: none"><li>● Provide <b>4–6 keywords</b> that represent main concepts of your project.</li><li>● Think of terms someone might search in <b>Google Scholar / IEEE / Scopus</b> to find similar work.</li><li>● Examples:<ul style="list-style-type: none"><li>○ "Customer Churn", "FinTech", "Blockchain", "Time Series Forecasting", "Credit Risk", "Portfolio Optimization".</li></ul></li><li>● Use <b>Title Case</b> (Capitalize Major Words) and separate them with commas.</li></ul>	Proposed Format of the Project	Empirical research/ Consultancy report/ strategic analysis/ business plan/ feasibility study/case study/Analytics report
	Proposed Cluster	Finance/ Marketing/ Management/Technology/ Fin-Tech
	Degree Program	BBA/BSAF/BSBA/BSFT/MBA
	Group Members ( <b>Names and Roll No.</b> )	
	Supervisor's Name	
	Supervisor's Signature	
	Observer's Name (Incase of External Supervisor)	

# Project Brief

**Sustainable Development Goals (SDG) mapping table**

SDG	Description	Direct Mapping	Indirect Mapping
1	No poverty	<input type="checkbox"/>	<input type="checkbox"/>
2	Zero hunger	<input type="checkbox"/>	<input type="checkbox"/>
3	Good health and well-being	<input type="checkbox"/>	<input type="checkbox"/>
4	Quality Education	<input type="checkbox"/>	<input type="checkbox"/>
5	Gender equality	<input type="checkbox"/>	<input type="checkbox"/>
6	Clean water and sanitation	<input type="checkbox"/>	<input type="checkbox"/>
7	Affordable and clean energy	<input type="checkbox"/>	<input type="checkbox"/>
8	Decent work and economic growth	<input type="checkbox"/>	<input type="checkbox"/>
9	Industry, innovation and infrastructure	<input type="checkbox"/>	<input type="checkbox"/>
10	Reduced inequalities	<input type="checkbox"/>	<input type="checkbox"/>
11	Sustainable cities and economies	<input type="checkbox"/>	<input type="checkbox"/>
12	Responsible consumption and production	<input type="checkbox"/>	<input type="checkbox"/>
13	Climate action	<input type="checkbox"/>	<input type="checkbox"/>
14	Life below water	<input type="checkbox"/>	<input type="checkbox"/>
15	Life on land	<input type="checkbox"/>	<input type="checkbox"/>
16	Peace, justice and strong institutions	<input type="checkbox"/>	<input type="checkbox"/>
17	Partnership for the goals	<input type="checkbox"/>	<input type="checkbox"/>

## [INSTRUCTION]

- The purpose of this table is to map your project to the **UN Sustainable Development Goals (SDGs)**.
- **Direct Mapping (☒)** means your project's main aim directly targets that SDG.
  - Example: A project on microfinance for low-income families → directly maps to **SDG 1: No Poverty**.
- **Indirect Mapping (☐)** means your project contributes indirectly via support functions, secondary effects, or enabling technologies.
  - Example: A FinTech analytics tool that improves loan risk assessment → indirectly supports **SDG 8: Decent Work and Economic Growth** and **SDG 9: Industry, Innovation and Infrastructure**.

## Step-by-Step to Fill the SDG Table:

1. Read each SDG and its description carefully.
2. Ask: "Does my project **directly** target this goal?"
  - If YES, tick ✓ in **Direct Mapping**.
3. Ask: "Does my project **indirectly** support this goal (through better efficiency, transparency, inclusion, etc.)?"
  - If YES, tick ✓ in **Indirect Mapping**.
4. Avoid ticking too many SDGs just to look impressive;

## Project Brief

- A realistic mapping usually has **1–2 direct** and **2–4 indirect** links.
- 5. Be ready to **justify your mapping** briefly in your proposal presentation or defense.

### Proposed Format of the Project (Detail about what to choose and what it means)

**Empirical research / Consultancy report / Strategic analysis / Business plan / Feasibility study / Case study / Analytics report**

#### [INSTRUCTION]

Choose **one main format** (you may combine with analytics elements, but keep a primary label):

- **Empirical research**
  - Data-driven, with hypotheses and statistical/ML testing.
  - Suitable when you have measurable variables and a dataset.
- **Consultancy report**
  - Practical recommendations for a specific company or sector.
  - Includes industry analysis, benchmarking, and strategic suggestions.
- **Strategic analysis**
  - Focus on competitive positioning, market structure, and long-term decisions.
  - Often uses frameworks like SWOT, PESTEL, Porter's Five Forces.
- **Business plan**
  - New startup or product idea with financial projections, marketing, and operations.
- **Feasibility study**
  - Evaluates whether a proposed project is viable (technical, financial, operational feasibility).
- **Case study**
  - Deep dive into one or a few organizations, events, or products.
- **Analytics report**
  - Strong emphasis on dashboards, visualization, predictive modeling, and data storytelling.

Write 1–2 lines below the chosen type explaining **why this format matches your topic**.