

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.

Key Words: [INSTRUCTION]

- Provide 4–6 keywords that represent main concepts of your project.
- Think of terms someone might search in **Google Scholar / IEEE / Scopus** to find similar work.
- Examples:
 - “Customer Churn”,
 - “FinTech”,
 - “Blockchain”,
 - “Time Series Forecasting”,
 - “Credit Risk”,
 - “Portfolio Optimization”.
- Use **Title Case** (Capitalize Major Words) and separate them with commas.

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 (Names and Roll No.)	
Supervisor's Name	
Supervisor's Signature	
Observer's Name (Inc case of External Supervisor)	

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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:

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

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- 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**.