

MGT3614 Business Analytics Project Assignment**Description**

Complete a business analytics project in a group of 2-3 people over three (3) phases throughout the term. Total marks assigned to the project are 100 (One hundred). Show each phase output to me and get my signature and keep compiling them in one folder/notebook. Detailed instructions for each phase of the project assignment are listed below.

Phase 1

Marks: 20 (Twenty)

Instructions

- Choose a dataset and articulate the business question(s) you would like to answer by applying business analytics tools and techniques.
- You can choose any dataset to which you have access. But the chosen dataset must have at least 1000 (one thousand) observations AND at least 10 (ten) attributes (variables).
 - A dataset with which you have worked previously, like the data mining course. In this case, you would have to extend the analysis beyond what you had done in the previous course. OR
 - A dataset from the location: <https://archive.ics.uci.edu/ml/datasets.php> OR
 - A dataset from the location: <https://data.gov.in/sectors> OR
 - A dataset from the location: <https://www.kaggle.com/>.
- If you are not able to find an appropriate dataset, do let me know. I would assign you a dataset of my choice, but you would still have to come up with business question(s) yourself!

Phase 2

Marks: 40 (Forty)

Instructions

Consider the dataset that you have chosen in the first phase of the assignment.

- Do data cleaning and data preparing activities, if required.
- Run descriptive analytics on the prepared data and draw tables, charts and graphs.
 - Interpret the charts and graphs and list out the insights.
 - You can use any one or more tools to run descriptive analytics.
 - Excel or R or Python or Matlab or Tableau or SPSS or any other tool of your choice.

Phase 3

Marks: 40 (Forty)

Instructions

- Apply at least one or more predictive analytics techniques to your dataset and run the analysis.
- Interpret the output and explain its various constituents.
- List out the implications of those outputs for the chosen business question(s).
 - Do they answer the business question(s) articulated in phase 1 of the project?
 - If yes, then how? Please explain.
 - If not, then why not?

Wish you all the best!