**Instructions**

Your challenge is to play the role of a Divvy analyst as part of the [Divvy Case Study](https://artscience.blog/home/divvy-dataviz-case-study) written by Professor Hartman.

The assignment must be completed individually. The material you produce individually will then be shared with your group in module 4 where you will collectively create a compelling data visualization that helps answer a critical question for Divvy’s marketing program.

1. Your first step will be to create a plan for a data story by submitting a report that features a structurally sound pyramid (i.e., adheres to the Minto Pyramid Principle rules discussed in the module).
2. After drawing a pyramid structure and Situation, Complication, Question (SCQ) introduction lines, create a plan for your analysis by filling in the boxes of your pyramid structure. Your plan should include a hypothesis, at least three key questions for analysis, and at least three pieces of data and sources for those data for each key question. Your plan will be constructed most efficiently using the Minto “Top-Down” approach and incorporating clues provided in the case study (i.e., What is Lindsay Silk-Kremenak’s hypothesis? What key questions has she discussed with the team?).  By doing so, your pyramid will expand on the following generic form:

Hypothesis

(Objective/Predicate)

Data +

Source

Data +

Source

Data +

Source

Data +

Source

Data +

Source

Data +

Source

Data +

Source

Data +

Source

Data +

Source

Key question A

Key question B

Key question C

S:

C:

Q: