Data Strategy

For your final project, you will create a data strategy for a business problem you wish to investigate, for an industry of your choice, leveraging each of the four types of data analytics discussed in the course. The strategy will outline the problem, why the problem exists, what may happen in the future, and the steps you would suggest addressing and solve the problem. Your final strategy will include three main parts:

* **The plan:** data preparation
* **The analysis:**data exploration
* **The report:** data storytelling

Your strategy can be presented in any format that you feel best represents the industry and business problem. Some examples are (but not limited to):

* **Presentation: google slides, PowerPoint (Required)**
  + Title: Abstract
  + Introduction
  + Methodology
  + Analysis/Process
  + Result
  + Conclusion
  + Appendix

**Option under consideration**

* Infographics: poster
* Website
* A cohesive combination of some of the above (such as infographics with slides or paper with presentation)

Regardless of the format, your project should look professional, as if you were presenting to your manager, executive/board members, or someone in a leadership position in your chosen field. It should also follow proper formatting and grammar standards.

Rubric

The grading rubric for this assignment is located below.

Submission

Click on the blue button in the top right corner to submit your assignment.

Data analytics case studies in Business

1. [Predicting Customer Churn with Amazon Machine Learning](https://aws.amazon.com/blogs/machine-learning/predicting-customer-churn-with-amazon-machine-learning/)
2. [Retail of Churn Rate](https://gallery.azure.ai/Experiment/Retail-Churn-Template-Step-2-of-4-feature-engineering-1)
3. [Product Metrics](https://towardsdatascience.com/defining-product-metrics-the-ultimate-guide-part-1-of-2-585b8c63fcef)
4. [Methodology of KPI](https://www.toptal.com/product-managers/product-management/creating-success-a-guide-to-product-manager-kpis)