

COMM 215 Business Statistics

Section EC

Fall 2019

Data Analysis Project

Guidelines

Objective

The data analysis project is designed to reinforce the basic statistical concepts learned in the course. It is also meant to be a learning experience with handling of a database with software (Minitab and/or Excel and add-ins) employing the techniques learned in class in an applied setting. The project is worth 8% of the total mark for the course and may be done **alone** or as a **team** member, with a maximum team-size of 5 students.

DAP Team Formation: October 27 – November 3, 24:00:

<https://docs.google.com/spreadsheets/d/1UfdH8jtJg-UvyXxExtn3gQ7zfWegCnDKnmSlCZtP8E/edit?usp=sharing>

DAP accessibility opens: November 4, 2019

Deadline for uploading/submission of DAP Report: November 25, 2019, before 23:59:59

Data Analysis Assignment Participation

Group/Team members are expected to

- do an equal amount of work;
- understand the goal of the project and concepts needed for its resolution;
- discuss and agree on appropriate methods to find results and their relevance in the context of the problem;
- complete tasks assigned on time and meet the project delivery deadline and understand that uploading/submitting a document implies a unanimous approval of the submitted Project Report for the course;
- keep records of meetings/emails/texts which may be used to adjudicate claims in cases of conflicts;
- respect Concordia's [Academic Code of Conduct](#) and be aware of 'Academic Offences' described in Articles 18 and 19, as well as understand students' rights and responsibilities.

Expectation

The analysis is expected to resolve an assigned problem and prepare a well-organized report of results with clear interpretation in terms of the subject-matter concepts. It is also expected to show much thought, initiative, and creativity.

Report Preparation

Your report should not exceed 15 pages - 1.5 line-spacing (including plots, tables, appendices, etc.). The data set used in the study **must not** be included. It is expected that the data analysis report is presented in the format shown below.

Title page

The Project Report must have a cover page - with title of the project; your name(s) with student number(s); course number with section; semester and date, etc. Here is a sample:

Your Title of the project
By
A. Jill (ID)
...
B. Jack (ID)
A Data Analysis Project for
COMM 215 Business Statistics
Section XX
Fall Term 2019
John Molson School of Business
Concordia University
November, 25, 2019

Summary

This is a concise summary of the whole report giving the results discovered, the significance and conclusion placed at the beginning of the report. It gives an easy access to useful information relevant to making a decision. It should be written in a non-technical manner, without any tables or figures, and must not exceed **one-half** page.

Introduction

This is where you explain what you are doing and why. Give a description of the nature and scope of the project, the importance of the problem and the need for its resolution. Indicate the data source, variables, limitations, etc.

Results

This section is the part where you have to explain the methods used (Excel and/or Minitab) to generate tables, plots, summary statistics and various results in the study. Here, you also present the actual results, *not* discussing their meaning or interpretation. The results should be summarized using appropriate Tables and Figures, serially numbered (such as Table 1, Figure 1, ...), and with labels describing what is contained or shown.

Discussion

In this part, the the results should be interpreted in light of the objectives of the project, providing information of the insight or answers that the results provide. [The](#) analysis of the data should be accurate, thorough, and appropriate. Problems encountered during the process and their resolutions should be properly reported.

Conclusion

This is where you make your broad statements based on your results. Any conclusions made about the project should be based only on observations and data already discussed. You may repeat **some** of the information from the summary and give a complete account of how and why you made your conclusion.

References

- Cite the papers/books or hyperlinks that you used
- Anything you found useful except Wikipedia
- Remember, Concordia's [Academic Code of Conduct](#) and be aware of 'Academic Offences' described in Articles 18 and 19, as well as understand students' rights and responsibilities.