

Statistics and Data Analysis, Fall 2014

Final Project

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1 Introduction

In the final project, students form teams of *three to five* members. Each team should select a topic with some questions that may be addressed with statistical data analysis. The team should then choose appropriate statistical methods to answer those questions, facilitate decision making, or obtain business insights. There is no restriction on the topic. However, it would be better if the topic can be easily understood by all the audience. All the statistical methods, introduced in this course or not, may be applied in this project. However, at least one methods introduced in this course must be adopted.

In most cases, as long as the topic is studied with hypothesis testing and/or regression analysis, it is an acceptable topic. Though preferred, it is not restricted to something related to business. For a topic to be a “good” one, typically it should be important and challenging:

- Important: The insights obtained by conducting the study is critical in making better decisions.
- Challenging: The study can be done only with a certain level of knowledge and efforts.

The study must include a sampling or data collection process. When you choose your topic, take the data collection process into consideration. It may not be a good idea to work on a topic for which relevant data are difficult to obtain. If you are uncertain about the appropriateness of your tentative topic, you are welcome to discuss with the instructor.

2 Oral presentations

On January 5 and 12, 2014, there is no official break in the lectures. Each team will be allocated *around 30 minutes* for a presentation. Students in each team may make their own decision about who to present. Any number of presenters is allowed. Also, any format of presentations is allowed. Please use a comprehensible and interesting way to let the audience with no background knowledge understand your topic and conclusions. The audience should be convinced that the conclusions are made with the support of data analysis.

The order of oral presentations on each day will be randomly determined on site. Unless there is really a need, all OP teams should use the laptop provided by the instructor to do their presentations. Slides should be submitted in advance (see below for details) and will be ready at the instructor’s laptop.

Oral presentations are fully graded by students in other teams.¹ Each student will be given an evaluation form to give grades to OP teams. Of course, one cannot grade its own team. All grades within the 15th and 85th percentiles for an OP team will then be averaged as the grades for its oral presentation.

3 Written reports

Each team must submit a written report to summarize the study. The report should include the background and motivation of this study, description of the adopted methods and collected data, statistical

¹Nothing written by students may be returned to students, I promise.

conclusions based on the data, and business implications on decision making. You do not need to include all the details of the solution process. Leave only the critical information (e.g., statistics, p -values, regression report table, etc.), conclusions, and implications on the report.

The report, including the cover page (if there is one), cannot be longer than 24 pages (i.e., twelve double-sided sheets). The written reports are graded by the TAs and instructor. A report is considered good if it addresses the topic correctly, precisely, and concisely. Obviously, a well-formatted report is expected.

4 Submissions

A hard copy of the written report must be put into the instructor's mailbox on the first floor of Management Building II by 2:00 pm on the assigned due date (either January 5 or 12, 2014). Electronic copies of the report and slides (if any) should be e-mailed to Ho Ho at r03725041@ntu.edu.tw by the same due time. Submissions between 2:00 pm and 3:00 pm on the due date will get 20% off as a penalty. Submissions later than 3:00 pm on the due date are not accepted.