**Use the 7-Steps Business Analytics Process to write your Report**

## Step 1: Business Problem Understanding

## 

## Defining the Right Business Problems (Answer the traditional six discovery questions)

1. What?
2. Who?
3. Where?
4. When?
5. Why?
6. How?

## Answer related questions to Identify the Right Business Problem:

* **Context:**
  + What happened?
  + What is the current problem we are trying to solve?
  + What is the potential opportunity?
  + Why is there an interest in solving this problem?
  + What is the business doing to mitigate or solve the problem?
  + What efforts have been made in the past?
  + How has this problem evolved over time?
* **Impacted unit:**
  + Where did this problem happen?
  + What divisions are impacted by this problem?
  + When did it take place?
* **Root-cause analysis:**
  + What might have caused this?
  + What do you think continues to drive this problem?
* **Timeline:**
  + When do decisions need to be made?
  + What is the optimal timeline for reaching milestones along the way?
* **Stakeholder:**
  + Who is asking for the analysis?
  + Who are the executives interested in the results of the analysis?
  + Who will be impacted by the analysis and subsequent recommendations?
  + Who will carry out the analysis?
  + What financial or emotional interest is involved from stakeholders? Is it positive or negative?
* **Expected impact:**
  + What are the actions to take based on the analysis?
  + What support will end users have?
  + What are the ethical implications of the analysis?

## Step 2: Data Understanding and Collection

## What type of Data Sources are used in this case?

* **Primary data**? Explain in detail:
* **Secondary data**? Explain in detail:

## What types of Data this project used?

* Did the project use [**Structured data**](javascript:void(0);)? Explain in detail:
* Did the project use Unstructured Data? Explain in detail!

## What types of Data Measurement this project used?

* **Discrete**
* **Continuous**
* **Binary**
* **Nominal**
* **Ordinal**
* **Interval or Ratio**

## Define the **independent** (predictor) **variable**s and the **dependent** (target) or outcome variables used in this case. Explain in detail:

## Step 3: Data Preparation and Feature Selection

**Explain Step 3 in detail**

## Step 4: Modeling Development

**Explain Step 4 in detail**

## Step 5: Model Evaluation and Interpretation

**Explain Step 5 in detail**

## Step 6: Model and Results Communication

**Explain Step 6 in detail**

## Step 7: Model Deployment

**Explain Step 7 in detail**