

Overview

Before we begin, let us take this opportunity to congratulate you on completing the course of **Data Analytics and Decision-Making**. This is definitely one of the most intense courses of your SSBM EMBA degree, and the same is going to be the case for the project as well.

The project aims to test your knowledge as you apply your learnings from this course.

The objective of the final project is to put into practice one (or more) of the tools that you have seen in this course. You can use **Excel, Power Query, Power BI, SQL, Python, Machine Learning** or any other visualisation tool, method or software that can help you to implement the final project.

The project can be found below.

 **Data Analytics Course Project**

 [Download](#)

The outcome of the project should be a PowerPoint presentation where you will explain:

- Executive Summary
- The background of the project
- The research questions
- Steps taken to clean the data/verify/automate/explore/etc (these are just examples)
- The approach/method/tool used
- Results (visualisation)

In the next segment you will be able to submit the project.

Dear Student,

The objective of the final project is to put into practice one (or more) of the tools that you have seen in this course. You can use **Excel, Power Query, Power BI, SQL, Python, Machine Learning** or any **other visualisation tool, method or software** that can help you to implement the final project.

IMPORTANT: The focus of the project is on **Visualisation!** That means that the grading will be mainly based on how you visualised and represented the data (e.g. answers to your research questions).

You can take a scenario where an executive from the company X for which you work will receive the final presentation and will have to take a decision based on the insights he/she saw in the PPT/PDF or else the presentation that you sent to him/her (this is just an illustrative example).

COVID-19 Project: The aim of the Final project is to make some basic data manipulations and visualisation of the geographic distribution of COVID-19 cases worldwide.

Research questions:

- 1. Do the curves of cases and deaths have an upward trend globally?**
- 2. Does any continent have a distinct ascending curve of cases?**
- 3. What date was noted with the highest daily number of new cases? In which country?**
- 4. Does the epidemiological situation in France differ in comparison to Cuba?**

Overall, you should aim at applying some of the techniques that include, but are not limited to, data cleaning, data verification, data exploration, aggregation, visualisation, etc.

Dataset can be downloaded from [HERE](#).

Possible manipulations:

- Clean the data
- Validate data
- Use slicers by continent/month
- Use the geographical map to represent the top 10 countries by deaths
- Use a pivot table (of cases and deaths by months (globally))
- Answer research questions.

Delivery & Submission

The outcome of the project should be a **PowerPoint presentation** where you will explain:

- **Executive Summary**
- **The background of the project**
- **The research questions**
- **Steps taken to clean the data/verify/automate/explore/etc** (these are just examples)
- **The approach/method/tool used**
- **Results (visualisation)**

IMPORTANT NOTE: You should position the deliverable (the result) as if you were to send it for a high-level overview to a CEO/Director of the company who has to take an important strategic decision based on the data analysis/insights that you have prepared.