Executive Summary & Future Research

In this assignment, you will craft two missing components, the **Executive Summary**and the **Future Research**section, based on an analysis report.

***Prompt***

The dataset used in the research contains information from a survey given to UT students by Brainstorm Media, an advertising agency. The CEO would like to start marketing to university students. They tasked you with the role to investigate survey information of students to understand characteristics of the students. This information will be presented at a meeting to determine the best plan of action for their next advertising campaign.

The report containing all the data analyses and interpretationsis found in the file named ***Data Analytics Assignment 5 Body Sp2024 v1.0.docx***. **Do not** include this in your submitted document.

You are to:

1. *Craft an* **Executive Summary** *of the analyses (*[*Video help for creating the executive summary*](https://www.youtube.com/watch?v=x9FYtDEo3Go&list=PL-blpDu7mdw2SRuOhPsCaUAfREu-_q6vX&index=17)*). This will have the main reason for the research, summary of key finding(s) in the report, and an immediate actionable suggestion based directly from the research. It should be around 5-8 complete sentences (5 points).*
2. *Craft a* **Future Research** *closing section that will act as a guide for the next step in the research. This is where you can briefly pitch your ideas and discuss possible future research avenues of data to collect and/or analyses to perform. It should be around 4-5 complete sentences (5 points)*.

Use the last page as a guide for the document you will submit to Canvas for this assignment.

The description of the assignment in Canvas also has information about these two components.

Typically, the Executive Summary is one, if not the first, section of a report. It acts as an abbreviated yet concise version of the full report.

The Future Research, even though at the end of a report, is not designed as a traditional conclusion but as a place to start a dialogue for potential continuation or expansion of the research.

**Other points regarding the assignment**

1. Start early.
2. Read what you have written out loud to make sure it sounds like you are intending it to sound.
3. Ask for help if you need it.
4. Show ingenuity and creativity. Put some thought into your conclusions. What unique ideas do you have for expanding the knowledge related to this research?
5. Do not repeat all the conclusions from the body in the Executive Summary. Not all findings qualify as key findings. Prioritize and reword as needed. Use numbers to support your comments.
6. As with all of the Data Analytics Assignments, you can work with others but your submission must completely be your own work. Do not send an electronic or paper copy of your work to anyone. Do not receive electronic or paper copies from anyone via email or online websites. Doing this is considered cheating, even if the intention is not to.
7. The assignments will be compared for plagiarism with at least two different methods. **Students suspected of sharing work will receive a zero and possibly a zero in the course.**

Note: While this assignment does not include any formal statistical analysis, it will prepare you for the upcoming Stat 201 Project where you will complete a comprehensive project from start to finish which will include producing all the graphs, analyses, and interpretations.

**ONLY SUBMIT THE FOLLOWING PAGE TO CANVAS**

Make sure to include at the top of the document:

* Your Name
* Your UTK Email (NetID@vols.utk.edu)
* Your Instructor's Name
* Your Section Number & Class Day/Time

**Executive Summary**

<Your ideas go here, in 5 – 8 complete sentences>

**Future Research**

<Your ideas go here, in 4 – 5 complete sentences>