

Behavioural Data Science Cookbook

This cookbook will help you prepare your course assignment.
Throughout the course, we will refer to this cookbook regularly.

Step 1: Think of a practical business/organisational problem relevant to CBA, which, in your opinion, could be solved using behavioural data science. Write it down below. Do not spend too much time thinking about the problem. Brainstorm.

My practical problem is:

Step 2: Read your stated business problem above and using the tools you learned in class write down several thoughts about why the business problem you have chosen is important. Do not spend too much time thinking about the reasons. Brainstorm.

Think of at least 3 reasons and briefly note them down below.

My practical problem is important because:

Reason	Description
1	
2	
3	
4	
5	
6	
7	

Step 3: Considering what you have learned in class so far. What data sources can help you solve your problem? List all data sources (private and public) you can think of and indicate their pros and cons.

Data source	Pros	Cons

Step 4: Considering the data sources, what behavioural data science tools will you be most likely to use to solve your problem (please, think of all tools you have learned in class)?

Analytical tool/model	Why is this a good tool for solving your problem?

Step 5 What expertise do you need to produce the solution to the problem? Does your team have the necessary expertise? If not, think of ways in which you can mitigate this problem. Write down your thoughts below.

To solve the problem, we would need the following expertise:

Step 6: Think of the possible limitations of your project. Will it produce the solution you are looking for? Write down your thoughts. Think of all possible limitations (limitation of analysis as well as limitation related to organisational adoption of your solution, etc.) Do not spend too much time on the task. Brainstorm.

Limitations: