

Final project report (70 % of final grade)

The final project report is a written “consultancy style” report delivered to the case company and also to the teacher of the course for assessment. The report length is between 3500-5000 words, excluding references and appendices. Use of figures and tables is highly encouraged to present analysis results, describe processes etc.

With formatting, please use Times new Roman size 12, line spacing 1,5.

Your project report should include at least the following sections (you may add others as you see fit given how you have conducted the analysis and/or see it best to present your results)

- Executive summary (1 page)
- Table of contents
- Introduction
- Analysis/background research (depending on the nature of your work, this can include quantitative analysis, review of relevant literature / other materials, analysis of company current operations and/or any other types of analysis and research conducted during your work)
 - Make sure to note any assumptions you have made that impact interpretation of your work
- Outcome / results of your analysis, with a **focus on your recommendation(s)** for the case company (this is the most important section of your report)
- Implementation proposal regarding your recommendation
- Reference list

In all assignments, please make sure to include a cover page with:

- all group members names and student numbers indicated
- the email address for person nominated as your group contact person towards the case company (using official Aalto-email for all company and course communications)
- Date of the submission