Type Your Name Her

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**Abstract**

NOTE: no indentation is required. The next page will be an abstract; “a brief, comprehensive summary of the contents of the article; it allows the readers to survey the contents of the article quickly” (Publication Manual, 2001). The length of the abstract should be @50 words (2 sentences) based on the length of the body of the paper.

**W6: Final Project**

**Introduction**

Remember to always indent the first line of a paragraph (use the tab key). The introduction should be short (2-3 sentences). The margins, font size, spacing, and font type (bold or plain) are set in APA format. While you may change the names of the headings and subheadings, do not change the font or style of font. This introduction should provide a quick overview of the company being discussed (This introduction may be re-used throughout the class).

**Executive Summary**

 Executive summary: This section should be a 1-page summary of the most important findings presented in the context of the recommended course of action.

**Data and Methodology**

 Data and methodology: In this section, describe the characteristics of the data and the specific methodologies used in the analysis.

**Analytic Details**

 Analytic details: This section should contain supporting evidence for the findings and conclusions presented in the executive summary section.

**Conclusion**

 Add some concluding remarks-can be a sentence or two.

**References**

NOTE: The reference list starts on a new page after your conclusion.