**CCT College Dublin**

**Assessment Cover Page**

| **Module Title:** | Strategic Business Information Technology  Problem Solving for Industry (Capstone Project) |
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| **Assessment Title:** | Group Project Strategic Analysis |
| **Lecturer Name:** | *Ken Healy Muhammad Iqbal*  *Dr. Muhammad Iqbal* |
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| **Assessment Due Date:** | Tuesday 20th February 2024 |
| **Date of Submission:** | Saturday 16th March 2024 at 23:59 |

**Declaration**

| By submitting this assessment, I confirm that I have read the CCT policy on Academic Misconduct and understand the implications of submitting work that is not my own or does not appropriately reference material taken from a third party or other source. I declare it to be my own work and that all material from third parties has been appropriately referenced. I further confirm that this work has not previously been submitted for assessment by myself or someone else in CCT College Dublin or any other higher education institution. |
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Overview

The AI developed by our company, AInsurance, aims to be a more accurate, precise and modern way to help insurance companies to create personalised pricing for each customer. By analysing the food habits and dietary patterns within each zone, our software will see and analyse risk factors and define the insurance price accordingly, becoming less likely to human errors. .

Foods Habit per Zone and Its Significance

Potential Impacts in the Insurance Sector

a) Define your project concept clearly and in brief, so that all of your peers can understand the nature of your research, i.e. ‘To analyse customer order trends in a café in Dublin’. You can state whether it addresses an existing problem that you have experienced, or is something you found in research, or it may be a piece of innovation where a problem is not defined or known.

b) Use a business analysis approach, or method, (either from those listed under the ‘Guidance’ section or another one you are familiar with) to make your case for why organisation(s) would want to use/buy your project (product or service) commercially. [Consider: How is it useful? What competitive advantage(s) might arise? Who might use it? Why would they pay money for it, and so on.]

c) Provide a high-level overview of TWO of the technologies that you have selected and compare these with at least one possible alternative. Justify your technology selection(s) and explain why an Open-Source choice is better/more appropriate than a proprietary alternative (or, if you have chosen proprietary software, why this is better than an Open- Source alternative).

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d) Outline any legal or ethical issues that you will need to consider when designing and building your system.

e) Outline how you intend to collect/obtain the data that you will use and consider any issues that may arise. Show that you have considered how this data might be used to gain a competitive advantage.

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2) Presentation

Upon completion of your analysis, you are to create a short 5-slide presentation which will provides a summary of:

i) your project concept,

ii) the business analysis method you used, and

iii) what you have concluded from using the method, or methods.

<https://www.kaggle.com/code/gauravsahani/starter-food-demand-predictions> olha esse link