

# Zayo / Big Data: Business Intelligence Collaboration

## Goal

Use your analysis from last week to answer the question below. This, combined with your answers from last week, will be delivered to Zayo at the hackathon/presentation event. You will be presenting primarily on this week's question.

## Question

Of the Tranzact accounts without services: Which accounts should Zayo prioritize and why?

## Deliverable Format

Answer the above question in an interactive web page. Include a succinct answer to last week's questions (1-4) in your web page as well.

- Your method of analysis should be reproducible and scalable.
- Use an effective presentation method (data visualization, narrative, etc) for each question. Think about [Dr. Szafir's](#) insight.
- Be aware! Zayo will be providing an additional dataset on delinquency rates (failure to pay) at the hackathon. You may want to structure your program so that so that it has the flexibility to ingest and analyze new data with respect to your current sets.

Your answer format should be in this order:

1. (At the top of the page): Of the Tranzact accounts without services: Which accounts should Zayo prioritize and why?
2. If Zayo sent quotes to all Tranzact accounts, how would you prioritize the customer account list? (And link to the list of prioritized accounts from 1 to #####).
3. If Zayo only had 5 representatives, which states would you prioritize for in-person meetings?
4. If Zayo only had enough team members to focus on two products, which products would you prioritize?
5. (At the bottom of the page): Of the Tranzact accounts that have services: What industries/verticals spend the most money and on what products/services?

## Presentation Information

- 5 minutes each
- 5 judges

## Information on the Datasets

### TAP Customer Account Data

The first set of data provided contains information for Zayo's TAP (Target Account Priority) customer accounts. These accounts are given a TAP rank based off their relationship with Zayo through marketing and corporate sales opportunities. You have already conducted preliminary analysis using this data set, which can be used to project onto the second, larger data set.

### Tranzact Customer Account Data

The second set of data provided is of our Tranzact-owned customer accounts. These are customers who are not highly ranked in our TAP hierarchy, but have great potential for sales opportunities. From your findings for the TAP accounts, please project your analysis to the Tranzact customer accounts.

## Hackathon Day

### **Judges**

Sandi Mays - EVP, Tranzact, IT, BD, Billing & CS  
Hannah Wanderer - VP, Tranzact & Service Experts  
Erik Thomson - Manager, IT Operations & Big Data  
James Lengyel - Manager, Business Operations  
Barbara Dennis - Business Analyst

### **Mentors**

Barbara Dennis - Business Analyst  
Mara Buhrmeister - Business Analyst  
Bryan Hayashi - Business Analyst  
Sean Conery - Business Analyst  
Leah Urdahl - Tranzact Expert  
Chris Jones - Application Developer