Dear students,

This is the subject description for the Final Examination for the «**Business Analytics Practicum II - Visual Analytics**» course, taught in the context of the "MSc in Business Analytics" program. This assignment includes the following tasks:

• Examine and investigate the provided data set, gaining basic insights, and

• Prepare a Visual Application presenting your findings. Use the _TIBCO Spotfire_ Visual Analytics platform [Suggested. Alternatively, you may use any other relative platforms or programming tool (R, Python etc.)].

[A] – Scope	
Domain:	The Retail Industry
Description:	You are members of the Data Analytics team of a large multinational corporation.
	The main product of your enterprise is Carbonized Refreshments (pick the one you belong to). You have been handed over a dataset with the results from a group survey, conducted in multiple European countries, with an evaluation of your product, along with your main competitors. Your Board of Directors requested an urgent first presentation with your findings.
	Your Team has one (1) hour to prepare a ten [10] minutes presentation [including Q&A, preferably in a live interactive format].

[B] – Subject	
DATASET:	[MS Excel file, including header]
Domain:	The Retail industry
Contents:	Answers obtained from survey groups of individuals, belonging to various age groups of both sexes.
	The answers include grading [at a scale 0 – 10] of four (4) important attributes (color, taste, smell and packaging) for some of the most well-known carbonized refreshments.
Tasks:	
	[PAGE 1] – Create some simple charts. Experiment using filters to locate possible points of interest. Can you discern any outliers? Annotate them. Why are they important?
	[PAGE 2] – Create combined charts. Experiment using filters and observe how charts are adjusted on the fly. Can you discern any outliers? Annotate them. Why are they important?
	[PAGE 3] – Prepare a Visual, Interactive Application depicting your narration (Visual Storytelling) on the points of interest you have located, addressing members of the management for the company that ordered the survey. Estimate for a ten (10) minutes presentation (including Q&A).

TIBCO SPOTFIRE: The Visual Analytics Platform [http://www.spotfire.com]
Use the accounts for TIBCO Spotfire already used for Assignment II and the Final Project

[C] – Grading	
Grade:	Part of the Final Project, to be graded as described in the respective announcements.

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