# BANA255 Business Analytics Group Project, Fall 2025

Over the course of this semester, you've built the core skill set of a modern business analyst — asking precise questions, designing surveys, cleaning data, running analyses, and turning insights into action. This final project is your opportunity to demonstrate your mastery of the course material in a real-world context. You are no longer simply analyzing data; you're applying evidence to guide real business decisions. Everything you've practiced up to this point has prepared you for this moment, and you're ready for this.

Completing this project marks the culmination of your work in BANA-255. You've practiced technical tools, critical thinking, and evidence-based storytelling — and now you get to bring it all together. Think of this as more than a class project; it's a portfolio piece that demonstrates to future employers that you can analyze, interpret, and communicate insights.

## Scenario

The RIT community is passionate about pizza. Between late-night study sessions, student club events, and weekend gatherings, the demand for good pizza never stops. There's no doubt about it, pizza fuels much of university life. But with so many pizza options near campus—ranging from national chains to local favorites—the competition is fierce.

Hypothetically: A team of local entrepreneurs wants to open a new pizza place near campus—but they don't want to rely on gut instinct or anecdotal evidence to position their new business in a crowded market. Your team will act as a professional analytics consulting firm, applying everything you've learned this semester, to help these entrepreneurs make smart, data-driven decisions for their new pizza restaurant. They need your analytical skills and insights to collect data and turn it into an action plan and go-to-market strategy.

## Objectives

Your team's mission is twofold:
1. **Reflective Analysis**: Identify patterns in the survey data to build an analytics model (ex: weighted scoring model, regression model, etc.) that better understands *(predicts and explains) WHY students perceive their favorite pizza as "the best."* This model will be used to rank "the best" pizza and name a winner so we know, exactly, who we are competing with.
2. **Responsive Strategy**: Use your insights from the internal data (the survey) and combine external data you are able to access to design a data-driven market entry plan for the group of entrepreneurs looking to start a new pizza place close to RIT— one that can differentiate the new pizza brand, capture unmet needs, and position it competitively within the greater RIT community.

# Data

Through in-class exercises during the semester, students have workshopped questions that examine "best pizza." You've spent the semester refining your research questions, piloting questions, and learning how to clean and visualize data. A final questionnaire is ready to go. Students (as a class) will now be responsible for collecting data for the project; ***the more data that the class collects, the better the projects will be***! What is possible through the efforts of a *snowball sample*? There are currently 14,307 undergraduate students—how many students can we get to take the questionnaire? Once a sufficient sample has been collected, the data will be released to groups to analyze and apply the ACTION model.

# Deliverables

This is where your semester-long learning comes together.  Your final project includes two major deliverables: an in-class presentation and a written business pitch report. Together, they demonstrate your mastery of the course material and your ability to move from data collection to actionable insights and communicate them effectively to a non-technical audience. Present these findings as if pitching to local entrepreneurs, confidently recommending your plan for execution.

## 1.  BUSINESS ANALYTICS PITCH: INSIGHTS ON THE BEST PIZZA

Present your team's findings, simulating a live pitch to local business partners interested in opening a new pizza restaurant near RIT. This presentation should flow like a professional analytics briefing — concise, visual, and persuasive.

**Structure & Expectations**
1.  ACTION Overview (2–3 minutes max)
    • Briefly summarize how your team applied the ACTION model.
    • Do not re-teach the steps — simply explain your approach to the model.
2.  Present your "best pizza" predictive model/analytical framework.
    • Clearly explain which variables you included, and why.
    • Demonstrate which factors most strongly predict student preference—and WHY.
    • Use visuals (charts and tables) to communicate findings ***quickly and clearly***.
3.  Predictive Insight: Your Final Model Results
    • Reveal your model's output — which pizza place "wins" based on your analysis.
    • Discuss briefly how confident you are in your model's predictive power (limitations, surprises, etc.).
    • Summarize what this means for the RIT market — the key drivers that define pizza success near campus.
4.  Strategic Application: SWOT Analysis and Market Entry Strategy
    • Review your SWOT Analysis to evaluate the local pizza landscape.
    • Leverage insights from your analysis to propose how a new pizza restaurant can position itself for success.
    • Explain the new brand's positioning and how your strategy fills a gap in the market.
    • End with a clear, confident statement of how this venture can compete and thrive.

**Presentation Format**
Length: 10 + 3 minutes Q&A
Slides: Required (focus on visuals and your model, use minimal text)
Evaluation Criteria:
• Clarity & flow of storytelling // Analytical rigor and model quality // Insightful interpretation of data // Strength of final recommendations // Professional delivery and visual design

## 2. STRATEGIC BRAND GUIDE PROPOSAL (COMPANION REPORT)

In addition to your live presentation, your team will produce a Strategic Brand Guide Proposal — a written companion to your pitch deck that summarizes your analysis, interprets your SWOT findings, and proposes a clear brand strategy for the new pizza business.Think of this document as the executive handout that investors or entrepreneurs would take with them after your presentation. It should blend analytics with brand strategy — showing not only what the data says, but how the business can act on it to build a distinct market position near RIT. This proposal bridges your analytical insights with creative business solutions.

**Content and Structure**
Your report should include:
1. Executive Summary – A one-page snapshot of your opportunity, main insights, and strategic recommendation.
2. Market Insights – Key patterns and takeaways from your analysis (you may briefly describe your model results here, but focus on what the findings mean).
3. Proposed Concept & Strategy – Description of the new pizza restaurant's positioning, value proposition, and target audience.
4. Competitive Landscape – A short SWOT analysis summarizing the competitive context.
5. Recommended Next Steps – Actions the investors or partners should take next.
6. Data Sources Appendix – A brief note distinguishing primary vs. secondary data used.

**Format**
Length: 5 pages + 1 cover page (single-spaced, but leave white space between sections)
Tone: Stylized/creative, yet professional, persuasive, and investor-oriented
No ACTION framework needed in this document — focus on communicating results/strategy.

# Timeline

1. Teams are encouraged to check-in with the professor at any time
   a. If there are any issues amongst the group, for any reason, alert the professor ASAP
2. Teams will submit all work on Monday December 1st at 11:59PM
   a. Copy of the final presentation (*must* be .PPTX format + PDF)
      i. Google Slides, PDF, or Keynote are not accepted
3. Teams will present their presentations during class time starting Tuesday December 2nd and finishing by Thursday December 4th.
   a. Teams will be chosen at random to present—make sure you are ready to go!

# Evaluation Rubrics (200 points)

| Category | Description | Pts |
|---|---|---|
| **1. Model Design & Criteria Creation** | Demonstrates rigorous and systematic thinking in how the team designed their analytical model to define "best pizza." Criteria reflect the breadth of business and behavioral considerations relevant to the research objective. The model should be logical, transparent, and clearly connected to the data.<br>**Excellent:** Criteria are well-justified and comprehensive; model clearly explains or predicts student preferences.<br>**Adequate:** Criteria are partially justified or overly narrow.<br>**Limited:** Model lacks clear rationale or misaligns with objectives. | **30 pts**<br><br>**15 %** |
| **2. Data Preparation & Analytical Execution** | Data are clean, accurate, and properly analyzed. Analytical techniques are appropriate to the research question and executed correctly. The team demonstrates command of quantitative and visualization tools.<br>**Excellent:** Analysis is accurate, replicable, and visually clear; thoughtful variable selection.<br>**Adequate:** Minor errors or missed opportunities in analysis or visualization.<br>**Limited:** Major data or interpretation issues. | **30 pts**<br><br>**15 %** |
| **3. Insight & Decision Quality** | Findings are deeply interpreted and linked to actionable business implications. The analysis demonstrates understanding of *why* certain pizza attributes drive preference and *how* insights inform the new restaurant's strategy.<br>**Excellent:** Recommendations are data-backed, original, and strategically sound.<br>**Adequate:** Logical but surface-level insights.<br>**Limited:** Weak link between data and decisions. | **30 pts**<br><br>**15 %** |
| **4. Storytelling, Presentation, & Professionalism** | Communicates the analysis and recommendations persuasively using visuals, narrative, and professional presentation style. The story builds confidence in the analysis and motivates decision-makers to act. Teams collaborate effectively and engage their audience.<br>**Excellent:** Seamless narrative; confident delivery; visuals enhance clarity.<br>**Adequate:** Clear but lacks energy or coherence.<br>**Limited:** Disorganized or overly technical presentation. | **70 pts**<br><br>**35 %** |
| **5. Written Report & Strategic Recommendation** | The written "Investor Pitch" report concisely summarizes findings, rationale, and business strategy. Demonstrates clear writing, strong structure, and professional formatting suitable for external stakeholders.<br>**Excellent:** Concise, polished, and persuasive.<br>**Adequate:** Organized but uneven or repetitive.<br>**Limited:** Lacks clarity or professional tone. | **40 pts**<br><br>**20 %** |

# The ACTION Framework for Your Analysis

**A — Ask: Define the Decision Problem**
• Identify the strategic question your team must answer.
• Specify the scope, objectives, and success metrics of your analysis.
• Explain why this decision matters and who it impacts.

**C — Clarify & Collect: Establish the Data Foundation**
• Explore and clean the provided dataset.
• Define key variables and determine which ones meaningfully connect to your research question.
• Collect or reference relevant external data to strengthen your insights.
• Document your process and justify any assumptions or limitations.

**T — Think: Analyze, Compare, and Interpret**
• Use descriptive and inferential statistical methods (frequency analysis, correlations, regressions, visualizations) to uncover meaningful patterns.
• Examine how demographic, perceptual, and behavioral factors influence preference.
• Identify "predictors of choice" and what these suggest for market opportunity.

**I — Inform: Generate Evidence-Based Insights**
• Translate your findings into plain-language business insights.
• Highlight which factors matter most (e.g., value, speed, taste, social appeal).
• Begin connecting these insights to potential actions the new restaurant could take.

**O — Operationalize: Design a Data-Driven Strategy**
• Apply your findings to create a business strategy and positioning plan for the new restaurant. Your strategy should address:
    • Target market — who to serve and why.
    • Value proposition — what differentiates your concept.
    • Brand positioning — how the restaurant will be perceived.
    • Execution strategy — location, pricing, promotion, and experience.
• Link every strategic choice back to your analytical evidence.

**N — Narrate: Communicate the Story**
• Present your analysis and recommendations through a ***compelling data story***.
• Use visuals that make your conclusions easy to grasp.
• Ensure that anyone could act on the information given through your presentation.