# Course 2 Task 3 Project Instructions

# ****Task 4:**** Present Predicting Profitability and Customer Preferences to the CEO and Report on Lessons Learned



**FROM:** Danielle Sherman   
**Subject:** Data Mining Presentation to the CEO and Lessons Learned Report

Team,

Mike Dobson, our CEO, heard about the results of our data mining efforts for the sales team and would like to understand it better. He is considering funding future data mining efforts.

To that end, I would like you to prepare and deliver a presentation that explains the questions you have helped the sales team answer, the methods you used to answer those questions, and the results you delivered. In addition, I would like to get Mike thinking about how we can leverage data mining in the future to make data-driven decisions about all aspects of our eBusiness. Can you please conduct some research and create a slide that lists the types of questions data mining can help answer; one to two slides should be sufficient.

Remember, Mike doesn’t have much data mining knowledge beyond a few articles he has read. Please make sure that the presentation is appropriate.

In addition to the presentation for the CEO, I'd also like you to create a two or three page report detailing key take-aways and lessons you have learned about data analytics, making specific recommendations for how Blackwell should approach such projects in the future. This report will just be seen internally by me so you can make it as technical as you feel it needs to be.

Thanks,

Danielle

**Danielle Sherman**

Chief Technology Officer

Blackwell Electronics

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**Task 4: Present Predicting Profitability and Customer Preferences to the CEO and Report on Lessons Learned**

PLAN OF ATTACK

**Your Task**

You have been asked by Danielle Sherman, CTO of Blackwell Electronics, to prepare and deliver a presentation for Blackwell CEO Mike Dobson that explains your data mining efforts up to this point. This presentation should also include information on how Blackwell can leverage data mining in the future to make data-driven decisions about all aspects of Blackwell’s eBusiness. Six to ten slides should accompany the presentation, including a slide or two listing the types of questions data mining can help answer.

You have also been asked to create a separate report for Danielle that details the key take-aways and lessons you have learned about data analytics. This report should also include specific recommendations for how Blackwell should approach such projects in the future. This report should be two or three pages in a Word document.

This task requires you to prepare two deliverables for Danielle Sherman:

* ***Data Mining Presentation*:** PowerPoint presentation (6-10 slides) that includes a high-level overview of each data mining task you were asked to undertake.
* ***Lessons Learned Report*** in Word that explains your key take-aways from the data analytics tasks you have performed and your recommendations for performing similar tasks in the future.

The steps in the following tabs will walk you through this process.

1. Get Started
   1. Review the email from Danielle to understand the details of the task.
   2. Organize your previous reports.
2. Prepare Presentation on Data Mining Efforts
   1. Develop the PowerPoint slides.
      1. Refer to the reports you prepared for the previous tasks in this course. Outline and complete a high-level explanation of your data mining efforts. Include the questions you answered, the methods you used, and the predictions that you provided. Provide supporting commentary explaining the level of confidence you were able to achieve in your predictions.
      2. Conduct research on how data mining could be used to inform other eBusiness questions that might also be useful for Blackwell to consider. Create 1-2 slides explaining possible future applications of data mining methods that the CEO should consider.
         1. Remember your audience. If you are giving a technical explanation to a non-technical audience, avoid or provide an explanation of technical terms.
         2. Frame your presentation. Don’t expect your audience to know or accurately remember your process or even what you are trying to accomplish. Consider starting your presentation with a slide that briefly explains your goals, the process to accomplish those goals, and where you are in the process.
   2. Practice and time your presentation. Practice the presentation and adjust it, if necessary, to ensure that it can be delivered, without rushing, in 10 minutes. Refer to the resources on delivering presentations in the Learning Resources page.
   3. Submit your Data Mining Presentation. Click on SUBMIT DATA MINING PRESENTATION in the Submit Your Work tab and upload your document (PPT file).
   4. Coordinate with your mentor to deliver your presentation.
3. Write the Lessons Learned Report
   1. Write the Lessons Learned Report. Think about what you would tell another data analytics specialist working on similar data mining tasks. When drafting this document, consider the following:
      1. Which aspects of the processes you followed worked well, and which didn't?
      2. How would you change aspects of the processes that didn't work well?
      3. What advice would you give a new data analytics specialist undertaking a similar project?
      4. Format your document as follows:
         1. Title of lesson.
         2. Why this lesson is useful.
         3. Recommendation on how to perform the tasks involved
   2. Include up to three lessons learned for each task you completed in predicting profits and customer preference; the goal is to list the most important ones, not to create an exhaustive list. Your Lessons Learned Document should be two to three pages long.
4. Submit the Lessons Learned Report. Once you have completed your report, click on SUBMIT LESSONS LEARNED REPORT in the Submit Your Work tab and upload your deliverable.