



UNIVERSITY  
*of* VIRGINIA

McINTIRE SCHOOL  
*of* COMMERCE

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## GCOM 7140: CUSTOMER ANALYTICS (SPRING 2019)

Instructor: [Jeff Boichuk](#) (last name pronounced boy-chuck)  
Teaching Assistant: [Steve Mortimer](#) (Darden Class of 2019)  
Office: 204 Robertson Hall  
Phone: 434-202-9638 (cell)  
Office hours: Wednesdays 1:00 - 3:00 pm in RRH 203; my goal is to be approachable and available outside of class, so please don't hesitate to reach out if you ever have any questions or need anything at all.  
Email address: [boichuk@virginia.edu](mailto:boichuk@virginia.edu)  
Class time/location: T/H 12:30 - 3:15 pm in 123 Robertson Hall

## COURSE GOALS AND OBJECTIVES

The aim of this course is to help you [fall into a pit of success](#) in the arena of [customer analytics](#).

### What will you learn?

- How to [generate, disseminate, and respond](#) to market intelligence with [data-informed](#) insights to [optimize collective value](#).
- The [fundamentals of data science](#), as they apply to [the study of customers](#).
- How to use the [tidyverse](#) to import, tidy, transform, and visualize customer data; and how to share the insights you generate in ways that will enhance marketing-mix decisions.

## REQUIRED READING

The primary textbook for this course is **R for Data Science** by [Garrett Grolemund](#) and [Hadley Wickham](#). Access it for free at [r4ds.had.co.nz](http://r4ds.had.co.nz). We will also pull from **Happy Git and GitHub for the useR** by [Jenny Bryan](#) and [Jim Hester](#). Access it for free at [happygitwithr.com](http://happygitwithr.com). Class

sessions will also pull from curated readings and videos. You are expected to study this content in detail *before* attending class. Please plan accordingly.

## COURSE STRUCTURE

The five graded components of this course are weighted as follows.

Course Component	Weight
In-Class Participation	10
Homework Assignments	10
Group Project Proposal	20
Final Exam	30
Group Project Report & Presentation	30
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Total	100
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Your final grade in this course will be assigned based on the following ranges:

	A 93-100	A- 90-92
B+ 87-89	B 83-86	B- 80-82
C+ 77-79	C 73-76	C- 70-72
D+ 67-69	D 63-66	D- 60-62
	F 0-59	

### Late Policy

In a few months, your employer will not afford you the luxury of missing a deadline, so with your future self's best interests in mind, I will not afford you the luxury either. A missed deadline will earn you a grade of **zero**, so please mark these **mandatory deadlines** on your calendar to be safe:

T/Hs	12:30 pm	Homework Assignments (Quizzes and Exercises)
Mar 28	11:59 pm	Group Project Proposal
Apr 23	3:15 pm	Final Exam
Apr 25	12:30 pm	Group Project Report & Presentation

## IN-CLASS PARTICIPATION

I value your comments and questions, so I hope you'll think about the concepts we cover in class critically and contribute your ideas often. If I don't explain something clearly, please raise your hand to ask for clarification, as your development is my number one priority. At the end of each class session, I will award points for participation using the following rubric:

Points	Level	__ points will be awarded to students who ...
3	Exceptional	... answer questions creatively (i.e., in novel and useful ways). ... ask questions that alter how we as a class think about a topic. ... participate enthusiastically during in-class activities.
2	Positive	... answer questions with informed comments. ... ask helpful clarification questions. ... participate actively during in-class activities.
1	Presence without contribution	... answer questions with uninformed comments. ... ask redundant questions. ... participate sluggishly/distractedly during in-class activities.
0	Negative	... fail to answer a cold call or get off topic in class. ... are inattentive or using electronics for restricted reasons. ... miss class for an excused absence, arrive late, or leave early.
-1	Unacceptable	... act disrespectfully or inappropriately. ... distract others or disrupt the flow of class. ... miss class for an unexcused absence.

If you are unable to attend class, please notify me in advance via [this survey](#). Excused absences include missing class for a job interview, an emergency, or due to illness. Regarding electronics, please turn off your cell phone before class begins and please keep your laptop closed unless you are using it for class purposes (e.g., analysis in R). See why [here](#) and [here](#).

## FINAL EXAM

The final, take-home exam will be distributed on Friday, April 19 at 12:00 PM. It will be comprehensive, covering all of the material we cover in Customer Analytics. The due date and time for this exam is Tuesday, April 23 at 3:15 PM.

## COURSE CALENDAR

Week	Tuesday	Thursday
1	<i>Course Overview</i>	<i>Group Project Overview</i>
2	<i>Git and GitHub</i>	<i>Data Transformation</i>
3	<i>Data Visualization</i>	<i>Exploratory Data Analysis</i>
4	<i>Data Wrangling</i>	<i>Data Wrangling</i>
5	<i>Reproducibility</i>	<i>Communication</i>
6	<i>Final Preparations for the Group Project</i>	<i>Final Preparations for the Group Project</i>
7	<i>Final Exam</i>	<i>Group Project Presentations</i>

This course calendar may change throughout the semester due to factors outside of my control.  
Your patience and understanding will be very appreciated if such changes occur.

## HONOR STATEMENT - MCINTIRE SCHOOL OF COMMERCE

The McIntire School of Commerce relies upon and cherishes its community of trust. We endorse and uphold the University's Honor principle that students will not lie, cheat, or steal, nor shall they tolerate those who do. We recognize that even one honor infraction can destroy an exemplary reputation that took years to build. Acting in a manner consistent with the principles of honor benefits every member of the community while enrolled in the McIntire School and in the future.

We trust every McIntire student to comply fully with all provisions of the UVa Honor System. By enrolling in this course, you agree to abide by and uphold the Honor System of the University of Virginia, as well as the following policies specific to Customer Analytics.

- All graded assignments must be pledged.
- You may not access any notes, study outlines, problem sets, old exams, answer keys, or collaborate with other students without explicit permission.
- When given permission to collaborate with others, do not copy answers from another student.
- Always cite any resources or individuals you consult to complete an assignment. If in doubt, cite the source.
- All suspected violations will be forwarded to the Honor Committee, and, at my discretion, you may receive an immediate zero on an assignment regardless of any action taken by the Honor Committee.
- If you have a question about what is – or isn't – permitted on an assignment, you should clarify your question with me prior to doing the work.

If you believe you may have committed an Honor Offense, you may wish to file a Conscientious Retraction ("CR") by calling the Honor Offices at (434) 924-7602. For your retraction to be considered valid, it must, among other things, be filed with the Honor Committee before you are aware that the Act in question has come under suspicion by anyone. More information can be found at [www.virginia.edu/honor](http://www.virginia.edu/honor).

If you have questions regarding this course's honor policy, please contact me. If you have questions about the UVa Honor System or if you would like to report your suspicion of an Honor offense, please contact the McIntire Honor Representatives.

## WELLBEING STATEMENT - MCINTIRE SCHOOL OF COMMERCE

The McIntire School of Commerce proudly serves as a safe space for its students and aims to promote their wellbeing. If you are feeling overwhelmed, stressed, or isolated, there are many individuals here who are ready and wanting to help. If you wish, you can make an appointment with me and come to my office to talk in private. Undergraduate students may visit professionals in the [Student Services Office](#), located on the first floor, during walk-in hours or through setting up an appointment. Graduate students may visit professionals in the Graduate Programs Office, located on the third floor, between 8:00 am and 5:00 pm or by appointment.

Alternatively, there are also other University of Virginia resources available. The Student Health Center offers [Counseling and Psychological Services](#) (CAPS) for students. Call 434-243-5150 (or 434-972-7004 for after hours and weekend crisis assistance) to get started and schedule an appointment. If you prefer to speak anonymously and confidentially over the phone, call Madison House's [HELP Line](#) at any hour of any day: 434-295-8255.

If you or someone you know is struggling with gender, sexual, or domestic violence, there are many community and University of Virginia resources available. The [Office of the Dean of Students](#) is ready and eager to help. More resources are also available [here](#).