

CASE STUDY GUIDELINES- Enterprise Miner

CASE Study Process

Objectives of the case study:

- Re-enforce learning related to the courses completed
- Represent real-world business issues with real-world data

About the case studies:

- These case studies are selected because they *do not have a clean solution*
- The data sets are *messy* (and real!), and the *statement of the business problem* is framed by a domain expert who knows *very little* about data management, analytics, or programming
- This enables you to experience *business analytics situations*, where you, the business analyst, are the expert and the client *needs your help* to guide them for appropriate analyses
- Case Studies need to be solved individually
- Case study needs to be submitted in the form of PDF Document

Submissions Required: The students' needs to submit the following as case study solution:

- Approach Note (PDF Document)

Submission Process:

- Case study is applicable for students enrolled for Executive Program in "Big Data and Machine Learning Program"
- During the lectures for Enterprise guide, faculties have conducted sessions on "*Marketing Management*", "*Supply chain and Operations Management*", "*Financial Risk Management*"
- Students will submit case study on any one topic as per the dates declared by the University
- Student will be given 30 days to submit the Case Study
- Same will be evaluated and Grades updated on Portal
- Three Submission attempts during the cycle, latest file will be picked up for evaluation
- Re-sit attempt and Re-valuation not applicable for case studies

Approach Note Guidelines:

- Use MS word (Converted to PDF)
- Time Roman 12 font with single spacing
- The max. page count is 10. Extra information can go in Appendix (It is other than your 10 pages and you may put any number of pages in it)
- The guidelines below shall guide you on the content and flow

Each case study comes with the "**Points to Ponder**" Section which can be explored while producing the approach note:

Generic Case Inquiry

- What Business Objectives can be achieved from the analysis of the given data?
- What techniques of Analytics could be deployed to bring workable insights?

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- How can the learning obtained in the data can be deployed to the remaining database to achieve certain objectives that you might deem important?
- Where the data provided and analysis activity fit in the overall Analytics Life Cycle of an Analytics Project?

Specific Case Inquiry

- What visual explorations might be useful in testing initial hunches /hypothesis about the data?
- What problems you see in the data collected and what might be the remedial measures?
- Which technique of analytical modeling is best suited for the analysis?
- What are the common metrics deployed for ascertaining the champion model for the case?
- In your opinion, what additional variables could bring better explanatory power or better predictive power to the model for the problem at hand?

CASE STUDY GUIDELINES- Enterprise Miner

Evaluation Criterion

Main Headings	Marks	Key Considerations - A generic guideline
Problem definition or Analytics Objective	10	Problem Identification Skills & Scope, Depth & Coverage of Identified Problem
Approach Description	15	Describe the overall flow , motivations and reasons to adopt the approach
Data Exploration: (Data Manipulation, Data Derivation, Consolidation, Preparation etc.)	25	Skills to identify data issues , approach to solve issues , consolidate information out of data, exploratory skills and data preparation strategies
Data Analysis	30	Skills to analyse the data , statistical / non statistical skills, descriptive /prescriptive analytical skills, Overall Approach
Results and Conclusions	10	Ability to consolidate information from the data analysis , linkage to the problem statement and solution description
Implications	10	Implications of the finding to the relevant stakeholders in society or stakeholders concerned

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Case-study Grading:

The case study will be graded depending on the marks that are obtained during the assessment

Grade	Marks
A	90 and above
B	75-89
C	50-74
D	Below 50
E	Not Submitted, Blank Submission, Submitted Question paper

Impact on passing criteria's:

1. Case study submission before pre-defined dates is mandatory
2. If student clears all subjects and has been graded "A", "B", "C" or "D" student is eligible for "Certificate of Completion" but if graded an "E" then student is eligible for "Certificate of Participation"
3. If student has not cleared one or all subjects but has attempted all applicable subjects and has been graded "A", "B", "C" "D" or "E" student is eligible for "Certificate of Participation"