

MSBA DA1 Assignment (3p, in pairs)

Group (list names of contributors from the industry)

- Name1: Ian Brandenburg – 17th
- Name2: Arbash Malik – 9th

ChatGPT link if any:

HERE <https://chat.openai.com/share/ae1757d1-f1dd-471e-9f6d-064cfd96948c>

PART I Story

1. Pick an

industry: Technology industry in the United States

company name: Intelligent Nexus Advancements

employees: 1,000

2. Please define a **backstory** incl. (a) location, (b) what kind of products/services do you have, what is the single most important product or service, (c) competitive environment (i.e., how many close competitors)

Location:

In the bustling city of Neotechia, nestled in the heart of Silicon Valley, the cutting-edge tech company "INA" emerged as a beacon of innovation. Neotechia, with its vibrant tech ecosystem and visionary entrepreneurs, provided the perfect backdrop for INA to thrive.

Products/Services:

INA, short for "Intelligent Nexus Advancements," specialized in the development of advanced artificial intelligence (AI) systems. The company's flagship product, NexusAI, was a revolutionary platform that seamlessly integrated with various industries, transforming conventional processes and optimizing efficiency. INA's services extended from custom AI solutions to consultancy, offering a comprehensive suite to meet the demands of the ever-evolving tech landscape.

The Single Most Important Product/Service:

NexusAI, a state-of-the-art artificial intelligence platform, became the backbone of numerous industries. Its adaptive algorithms, machine learning capabilities, and neural network structures allowed businesses to harness the power of data in ways never imagined before. INA's single most important product, NexusAI, became synonymous with innovation and efficiency across sectors.

Competitive Environment:

In Neotechia's dynamic tech environment, INA faced fierce competition from a handful of close rivals. Companies such as QuantumSolve and TechVortex were notable contenders, each bringing their own unique approach to AI and tech solutions. The competition was not just about market share; it was a race to redefine the future of technology. INA, however, stood out by consistently pushing the boundaries of AI, staying ahead in the technological curve, and fostering collaborations with emerging startups.

PART II Data collection

3. What kind of survey would you design? Please describe the survey process, sampling. Use bullet points.

- Questionnaire
- Anonymous
- Surveying will be done departmentally.
- Data collection will exclude department heads and above to ensure most lower hierarchal employees are heard.
- The aim of the survey is to collect all employee data, and not just take a sample.

4. Add a link to a google form, that shows questions you would ask.

<https://docs.google.com/forms/d/1NKWTkpExgROvH3AUJo4sMldIU5GFt52GeC5dc5i9Jgk/edit>

5. What are the likely difficulties in data collection?

- What if the employee has not worked hybrid or remote before? It does not include the opinions or focus on employees who work in the office only.
- No incentive to honestly fill out the survey. Employees could have biases depending on how they feel the company might respond with the results of the survey.

6. Could you create a single metric to summarize your survey?

Job satisfaction is the primary metric to summarize the survey, which is supported by work productivity and work-life balance. Together, these two variables can join through job satisfaction. If job satisfaction is high, productivity and work-life balance tend to follow a similar pattern.