



The University of
Nottingham

2020-21

BUSI 4372

Leading Big Data Business Projects

- **Individual Assignment**

The Workflow

The story of this project management started with proposing a consultancy firm, which will offer its services in big data technology to its customer company. To start our project, after a detailed discussion and suggestions, the team decided a creative name for consultancy and the customer company which we were going to approach. After considering everyone's suggestions, our group ended up targeting Dyson (vacuum cleaner leader in the market) and decided the name and tagline of our consultancy as 'DIGIX – Your Digital Handyman'. To maintain the equality factor within team members, every individual was assigned a specific set of responsibility to do research and execution in their own domain as per company's requirement and I ended up being the leader of the group and project manager of DIGIX.

To reach the final goal, considerable research was conducted for each topic by every individual and then the best alternative was taken into action to proceed with the plan.

This assignment developed some key skills, the major one was leadership and team management. Working with a team is really challenging as everyone has their own skills and opinions, combining those skills and implementing their opinions into right direction is difficult. Here, everyone was highly supportive and together we grew as in unity.

Being a leader and project manager of the team, I have to ensure that how we can allocate responsibilities and monitor progress thereupon. I encouraged my team members to brainstorm and put innovative ideas. To achieve our proposed plan successfully, I supervised every task ranging from initiation to their execution. I demonstrated leadership skill throughout the project work, in multiple project areas on certain big data topics like project management, deciding the customer journey and RACE model for Dyson. In addition to that, I built the demo application to make the proposal more realistic and implementable. Besides that, I also worked on the app function which can be implemented other than Dyson's own existing functions. Finally, I tried my best to make the team members work more in unity and enjoy each assigned responsibility.

Working on this project was a real time experience for me to handle a team, think innovatively and more of practicality into analytics and big data technologies.

Here, the major critical factor was time constraint, which made me to work on basic innovative functions of the app without any trouble. But could not deep dive into the research for more alternatives like relating the app proposal with internet of things, RFID (Radio Frequency Identification) and the analysis thereupon. I would have added some new innovative variants apart from app by using my technical knowledge for the customer company.

Another factor was the lack of technical knowledge, wherein I worked with basic algorithms and models, not being able to join existing Dyson link (only allows to link your product) app with proposal. I would really like to work on this in future, gaining deeper knowledge into data analytics which can fetch more better results.

References

Dyson.co.uk. (2020). Dyson UK | Official Site. [online] Available at: <https://www.dyson.co.uk/en>.

Hamilton, R., Ferraro, R., Haws, K.L. and Mukhopadhyay, A., 2021. Traveling with companions: the social customer journey. *Journal of Marketing*, 85(1), pp.68-92.