

# Guidelines for the Data Challenges

## for the BSc Business Analytics Thesis

These guidelines give information regarding the *Data Challenges* which are part of the thesis of the BSc Business Analytics. It contains the following topics: role definition and role responsibilities, first meeting guidelines, suggested meeting frequencies, expectations, and deliverables.

If there are any further questions, remarks or suggestions feel free to contact dr. Inez Zwetsloot (data challenge/thesis coordinator) at [i.m.zwetsloot@uva.nl](mailto:i.m.zwetsloot@uva.nl).

### Roles definitions and role responsibilities

- **Project contact person** *This person has proposed the project. They are typically either our contact at a partner organisation (proposing the Data Challenge) or an UvA faculty member proposing a thesis topic. The project contact person's role can be seen as the "client" in that they propose the project, have full understanding of the project's context and provide input and feedback on the deliverables.*
- **UvA supervisor** *This person is responsible for the day-to-day supervision of our BSc students during their thesis. They are responsible for monitoring that the thesis meets UvA's standards.*
- **Students** *The (group of) students(s) assigned to the project. They are final year BSc Business Analytics students at the UvA. The students are responsible for doing the project work and ensuring project progress.*

**Note** UvA supervisor and Project contact person may be the same person. In that case this person takes up both the roles and responsibilities of the UvA Supervisor and the Project contact person.

### First meeting - suggested agenda

*I would suggest to schedule a first meeting with all parties (project contact person, UvA supervisor and students) in early April. A suggested agenda for the first meeting would be:*

- |  |                               |
|--|-------------------------------|
| - Everybody introduces him/herself.                | <i>Everybody</i>              |
| - Introduction project                             | <i>Project contact person</i> |
| - Introduction dataset (if applicable) & NDA       | <i>Project contact person</i> |
| - Discuss/make agreements on:                      | <i>Led by the students</i>    |
| o How to structure communication/way of working    |                               |
| o Plan site visit (if applicable)                  |                               |
| o When to meet again – see suggestions below       |                               |
| ▪ Ask for any relevant background reading/material |                               |
| - Questions/remarks/other points                   | <i>Everybody</i>              |

### Suggested meeting frequencies

*There are no set rules for the number of meetings, email, and other interaction. A possible schedule is:*

- **Week 1 or 2:** introductory group meeting with UvA supervisor and company contact.
- **Week 2 - 4:** group meeting with UvA supervisor (once or twice as needed)
- **Week 3 or 4:** Group meeting with company contact person to discuss questions (if needed).
- **Week 4 – 22 April 2024** Group presentations regarding project definition. The UvA supervisor and company contact are invited to join (online or face-to-face). If data is not feasible it is advised that the student hold the presentation twice: once in class on April 22<sup>nd</sup> and once at the company contact person's organization and at a convenient time for them.
- **Week 5 – 11** some individual or group meetings with UvA supervisor (e.g., fortnightly). If needed group meeting with company contact person.
- **Week 12 – 17 Juni 2024** Individual presentations, where the UvA supervisor is present. The Project contact person will be invited and may join this presentation and/or ask the group to present project results at partner organization.

## Expectations from student

It is expected from the student(s) to

- take primary responsibility for the progress;
- provide a concrete document at least 48 hours before a meeting for discussion;
- to take to heart any instructions by the supervisor and project contact person;
- to respect and adhere to the data sharing policy as agreed in the NDA;
- to work ethically and professionally.

One of the characteristics of doing business analytics projects is that you take responsibility for the project yourselves. You need to be able to work independently as a group and as an individual. Writing many emails or asking for a lot of instruction from your supervisors is prima facie evidence against this ability and affects the mark. Nevertheless, it is very important to stay in touch with your supervisor, but don't overdo it. Another, more important factor in determining the final mark is the ability to execute a Business Analytics projects from start to finish.

## Expectation from Project contact person

The student can expect from the project contact person:

- That he/she can easily make (by email) reasonable appointments with the contact person;
- That he/she will receive constructive answers/comments regarding question related to business side of the project (sent by email) within a few days;

## Expectations from UvA supervisor

The student can expect from the UvA supervisor:

- That he/she can easily make (by email) reasonable appointments with the supervisor;
- That he/she will receive constructive comments from the supervisor on handed in work (sent by email) within a few days;
- That he/she knows after a meeting what is expected of him/her by the supervisor for the next meeting

## Deliverables

The students are expected to **execute a business analytics project from start to finish**. Projects are typically executed by groups of students. Each student is expected to individually take up a subgoal in the project. Generally the students are expected to deliver:

- A **prototype product**/solution/system (eg dashboard, code, app) plus documentation
- The results of the project will be recorded in an **individually written thesis**
- **Final presentations slides** showcasing results of the project

## Project planning & thesis course

The students **will attend various lectures** throughout the project duration on these topics: Data sharing policies (NDA), ethics; Use of Latex and Github; Data analytics framework and methodology (framing analytics questions and CRISP-DM); Collaboration and presentation skills; Writing skills, literature search guidelines and thesis report structuring.

The students will **prepare the following assignments**:

- Make a project planning
- Business, project, data understanding and data dictionary (if applicable)
- Literature review
- Group presentation (week 4) on project definition and project plan
- Final presentation (week 12) sharing final project results