## Analytics Assignment Plan Sample

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| **Course/Assignment** | MBUS851 – Business Analytics Team Assignment |
| **Lead** | Rob |
| **Second** | Shaheen |
| **Due Date** | Report - October 31, 2018 at 11:59 pm to the Course Portal  Presentation – October 28 2018 in class |
| **Value (%)** | Report – 25%  Presentation – 25% |

***Overview***

Purpose of assignment, what is it about, deliverables

This assignment requires us to analyze a data set of our choosing, to interpret this analysis through the lens of a business problem/question and draw conclusions/make recommendations to management.

This assignment has 2 components:

1. 10 minute in class presentation with a 5 minute Q&A following
2. 10 page report, double spaced, 12 font, 1 inch margins, including screenshots of our analysis in SAS and/or R

**Assignment issues/notes/context**

* The data set should represent a real-world business problem/challenge.
* Both the report and presentation must include background information on the company, a description of the data to be used and a summary of the current situation, including competitor’s analysis if relevant.
* In addition to the above, the presentation needs to include a high-level description of the analysis completed but should focus primarily on the conclusions and recommendations to management.
* In addition to the above, including the presentation, the report should also include a detailed explanation/rationale of how/why the analysis was undertaken.

**Execution**

* We will execute this in sub teams as follows:
  + Claire (our tech/coding expert) & Pavel (our business mind) – Creation of models in SAS and R, coding etc.
  + Pawandeep & Shaheen – Report based on inputs from Claire & Pavel and Kevin & Rob, research on competitors as needed
  + Kevin & Rob – Presentation, background research on company

**Timeline**

**Sunday October 7 – Working Session at 11:00 am**

* Everyone is to come with a dataset to present to the team. Your “show and tell” should include details about what the business problem/challenge is that the data analysis would answer as well as any pertinent information that would be helpful.
* We will also discuss what type of analysis would best be used for the dataset selected.
* At the conclusion of this meeting we will have made our selection of which dataset to use as well as what type/s of analysis will be conducted.

**Friday October 12 – 9 pm**

* Claire & Pavel to have data cleaning complete

**Saturday October 13 – 9 am – Claire’s condo**

* Claire and Pavel will meet to code/complete analysis.
* Everyone is welcome to attend, you just need to confirm with Claire, but it is not required for people to attend.
* This may take all day! So be prepared to work long and hard!!

**Sunday October 14 – Working Session – Conference Call via Skype for Business – 9 pm**

* Claire and Pavel will walk us through their analysis in SAS and R, share screen if necessary.
* We will discuss the findings and conclusions.
* We will also ensure that we highlight the connections back to any pertinent course content.
* Pawandeep will take notes to ensure that all pertinent information is captured for the report writing.
* At the end of this meeting we will have agreed upon our key findings, conclusions and recommendations.

**Wednesday October 17 – 9 pm**

* Claire and Pavel to send Shaheen a 2 page bullet form summary of how the analysis was conducted including the rationale and any screenshots that should be included as appendices or in the presentation.
* Kevin & Rob to send Shaheen a 2 page bullet form summary of the background of the company and the problem at hand.

**Saturday October 20 – 9 pm**

* Pawandeep & Shaheen to share the 80% document with Pavel via Dropbox.

**Sunday October 21 – Working Session – 11 am**

* Kevin & Rob to walk the team through a skeleton of the presentation based on all of the information presented to date.
* This is our chance to ensure that the presentation meets the expectations of the professor and that our presenters have a solid understanding of the analysis conducted.
* By the end of this meeting we will have the shell of our presentation finalized so that Kevin & Rob can go away and make it “pretty” as well as their own.

**Sunday October 21 – 9 pm**

* Pavel to have completed review and edit of the Report.

**Monday October 22 – 9 pm**

* 95% draft of Report sent to team for feedback/comments.

**Tuesday October 23 – 9 pm**

* Team to have completed review of Report.

**Wednesday October 24 – 9 pm**

* Final Report available for Kevin & Rob to use if/as needed for their Presentation.

**Saturday October 27 – Presentation Rehearsal – 9 am**

* Kevin & Rob will practice the presentation in the classroom 3 times.
* After each practice run it is expected that everyone on the team will provide feedback.
* If any tweaks/corrections are needed to the presentation Claire (cause she’s great at PPT!) will do this real time so that Kevin & Rob can focus on presenting.

**Sunday October 28 – In class Presentation**

**Monday October 29 – by 11:59 pm**

* Rob to submit the final Report to the course portal per our norm of 48 hours in advance of actual deadline.

**Wednesday October 31 – 9:30 pm/Immediately after class – Admin Meeting**

* Debrief the process lead by Rob.