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When you download the exam folder it should have the following files:

1. Exam worksheet (in word)
2. First American Corporation (FAC) case (in pdf)
3. Two Tableau worksheet for Airbnb\_Chicago and ATP\_Tennis
4. Global Health Data in Excel File

Please save this file as Exam\_MIS420 Online\_Sp2020\_YourName. Respond to the exam questions by typing your answers under each section, selecting or circling multiple choice questions, & completing the tableau question in the tableau workbook. Upload this document, the Tableau workbook (**make sure you have created a packaged workbook- else we won’t be able to view your dataset**) in the exam submission folder.

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| Question | Max. Points | Points Earned |
| Section I- FAC Case | 50 |  |
| Section II – Reflections | 50 |  |
| Section III- Tableau | 100 |  |
| Total | 200 |  |

***Good Luck!***

**Section I (50 Points): Respond to the following questions after reading the First American Corporation (FAC) case, which is included in the exam folder.**

1. Describe FAC as a company.

2. Describe the FAC warehouse project in detail.

3. What factors that lead to FAC’s success?

4. What could FAC have done differently and how can they refine their current BI efforts?

5. Compare and contrast the FAC with 3M case you read in week 2 to answer the following question - What are some of the best practices common to both the cases, what were some differences?

1. The FAC (First American Corporation) is a financial service holding company. This includes First American National Bank, First American Federal Savings Bank, Deposit Guaranty, First American Enterprises, Inc., IFC Holdings and the SSI Group.

2. The FAC warehouse project named VISON contained integrated customer information, product profitability information, distribution revenues and costs. They relied on an outside team of experts in order to save time and money for their company. The overall mission was the get the end result and bring in revenues as the team worked on the project simultaneously. There were five phases that included both business goals and technical goals in order to implement a complete data warehouse in the final phase.

3. Factors that lead FAC’s success were focusing on improving their company by using modern techniques (data warehousing), planning out their business strategies and leaving room for error. They also repeated their successes which lead to more successes eventually. They also had knowledge that technology is never going to be the same and are prepared to make new models for the next big thing to come. They are aware that there are other businesses that are just like them, but advanced technology and knowledge is what separates them from their competitors.

4. FAC could have utilized employees inside their company. They can refine their current BI efforts by hiring more IT and data engineers to sustain their company in the future. Hiring outside vendors is great for temporary solutions but having that environment inside their company at all times will only make them more successful.

5. FAC and 3M both wanted to better their companies by switching to more IT based practices. In order for both companies to succeed, they had to take a step back, see what the problem was, and execute strict plans. They both figured out what they were missing and expanded their company to more success. On the other hand, FAC was a company that focused on companies in the US while 3M wanted to expand globally. This lead to different data warehousing practices because FAC had a much smaller (in terms of region) warehouse to integrate compared to 3M.

Some of the best practices common to both cases are making investments in your company in order to be competitive with their competition. FAC and 3M knew the impact of data warehousing and made the right steps to solve their problems and expanding their companies. Some different practices are FAC hiring outside vendors to work on their company’s data warehouse while 3M hired many new employees that would help them in the future as well. According to the article, 3M hired 40 full-time employees and 100 plus IT, business unit and subsidiary users globally that would constantly be integrated on a better data warehouse system. FAC is on the right path but needs to be fully invested in their companies future by hiring these types of employees like 3M.

**Section II. (50 Points) In the past six weeks you have been exposed to a variety of materials that focus on BI concepts in general and Tableau specifically. Write a brief reflection statement (Max 500 words) that summarizes your learning (e.g., what did you learn) and growth (e.g., how it stretched your comfort zone, challenges you faced and how you overcame those challenges (or if you did not why not)) in this class.**

This class gave me a sense of what is going on in the business world over the past couple decades and how analytics have shaped a new way of dealing with problems. We read relevant articles and essays about major companies that have changed their business strategies. Sometimes these companies succeeded and profited from their new strategies, but some also did not fall through with their plans we learned how they had to come back from their losses. I think the best way to summarize these companies’ successes and failures is the amount of effort, planning, time, and money you put into your company (whether it is software, warehousing, merging, etc..) the results will match.

What I got most out of this class is business do in fact fail and can only learn from their mistakes. Systems are not always bulletproof, and it takes a lot of trial and error in order to succeed. Then the next big thing happens. Technology is not slowing down anytime soon and companies who want to compete with other companies need to always be evolving. A good example is Harrah’s Casino. They wanted to take the traditional route in order to compete with the other casinos by knowing their customers. Their data-driven strategy rewarded customers and made them come back time and time again.

Once I found out we were using Tableau in this course, I was very excited because it is one of the companies I am interested in interning with this summer. I have played around with Tableau before but did nothing important with my data. Once we started to dive deep into our group project, I realized how this course really was going to prepare me for the real world. We had to cooperate as a team and assign roles on our own while keeping everyone accountable which was challenging at times. Like every group project, it can feel a little bumpy sometimes, especially when you can never meet in person (i.e. online class). We ended up getting everything completed on time and our work in my opinion was always great. I am looking forward to using Tableau in the future with the resources from this class. I defiantly will be able to excel and hopefully feel very prepared if I get an internship with this company!

**Section III (100 Points) Answer to the following Tableau questions**

III.A Multiple Choice Questions (Circle or Highlight one)

Answer the following multiple choice questions using the Airbnb Chicago dataset:

1. How many Airbnb listing in Chicago have a price of more than $3000?
   1. 0
   2. 1
   3. 2
   4. 3
   5. 4
2. What Chicago neighbourhood(s) contain Airbnb listings with a price of more than $3000?
   1. only Near North Side
   2. only Lincoln Park
   3. both Near North Side and West Town
   4. both Lincoln Park and Avondale
   5. both Lincoln Park and Uptown
3. Which Chicago neighbourhood receives the highest average number of reviews per month?
   1. West Town
   2. Lake View
   3. Ohare
   4. Roseland
   5. None of the Above
4. How many Shared Rooms are available in Chicago for a price of over $300?
   1. 1
   2. 2
   3. 3
   4. 22
   5. 32

Answer the following multiple choice questions using the using the ATP Tennis dataset:

1. How many players had more than 50 wins in this dataset?
   1. 0
   2. 3
   3. 8
   4. 11
   5. None of the Above
2. Consider the 11-month stretch consisting of Jan-Nov 2015. In how many of these 11 months did Federer win more Completed matches than Berdych? Do not include wins that are described as Retired, Sched, or Walkover – only Completed matches.
   1. 5
   2. 6
   3. 9
   4. 10
   5. 11
3. Which three players had the most wins on hard courts in this dataset?
   1. Djokovic, Berdych, and Murray
   2. Djokovic, Nadal, and Murray
   3. Djokovic, Federer, and Isner
   4. Djokovic, Murray, and Federer
   5. Federer, Djokovic, and Wawrinka
4. How many players in this dataset won only one set in the BMW Open?
   1. 1
   2. 2
   3. 4
   4. 5
   5. 16
5. How many sets did Isner lose in the month of May?
   1. 9
   2. 3
   3. 5
   4. 12
   5. None of the Above

III.B. Exactly recreate this grey-scale map of Global Hunger Index by Country on a Dashboard using the Excel file:

