Waipapa Taumata Rau University of Auckland

BUSINFO 704
2025 Quarter 3
Project

Group Deliverables	Due Date	Marks
A. 1 PDF file of poster	Tuesday 19th August 2025, 11:59 pm	50
B. Analysis Summary and Code (Qmd/Rmd + PDF)	Tuesday 19th August 2025, 11:59 pm	20
C. Contribution Summary (PDF)	Tuesday 19th August 2025, 11:59 pm	0
D. Poster showcase + Q&A	Attend in-person in OGGB Level 0 Wednesday 20th August 2025, 6pm onwards	30

Individual Deliverables	Due Date	Marks
Self and peer evaluation	Friday 22nd August 2025 11:59 pm	0

This is a group assessment and will be marked out of 100 marks. It will contribute 30% towards your final grade. A detailed rubric is provided at the end of this document.

Scenario

You are a team of consultants hired by the company to analyse a particular business problem. You have been asked to present your analysis at upcoming company event, using a poster format.

The audience includes people from across the business with a variety of backgrounds - some with a detailed knowledge of the data and business problem, and others with a general understanding of the business. Some of the audience have a background in Business Analytics and will be interested in the technical rigour of your analysis, and others have no prior analytics experience. Your challenge is to strike a balance between technical detail and accessibility, ensuring your analysis is clear, concise, and focused on the business problem and its practical implications.

You will receive a detailed briefing on the business problem during the lecture in Week 3.

Tasks

A. Poster

As a group, you will analyse the dataset provided and develop data-driven insights and recommendations in response to the business problem. Your findings will be communicated in a **one-page poster**.

Submission Requirements:

- **Format:** A1 poster, portrait orientation.
- **File submission:** Upload a PDF version of your final poster to Canvas by 11:59pm on Tuesday 19th August 2025.
- **Printed submission:** Bring a printed copy of your A1 poster to OGGB Level 0 by 5:45 pm on Wednesday 20 August 2025.
- **Tools:** Analysis must be done in R and must be reproducible. The poster can be created in any tool (e.g. PowerPoint, Canva, Quarto).
- **Poster design tips:** https://learningessentials.auckland.ac.nz/presenting-your-work/academic-posters/

The poster will be assessed on content and visual appeal.

1. **Content (30 marks)**

Your poster should include:

- Title, Student Names and UPIs, Course Name, Year and Quarter
- **Introduction:** Brief overview of the organisation and the business problem.
- **Data Overview:** Summary of the dataset, including key variables, exploratory data analysis, and any data cleaning or transformation (if applicable).
- **Modelling:**
  - Data preparation steps
  - Techniques used (must include, but are not limited to, those covered in class)
  - Key assumptions
  - Summary of results
- **Conclusions and Recommendations:** Clearly communicate what your findings mean for the business problem.

2. **Visual Appeal (20 marks)**

Your poster should be clear, professional, and easy to read from a distance. Key guidelines:

- Layout should guide the reader through your analysis and highlight main findings.
- Use figures and tables rather than text wherever possible.
- Avoid including R code or raw R output – reformat relevant results into clean visuals.
- Use colour, font, and spacing to improve readability and highlight insights.

Additional Notes

- The poster must be able to **standalone** - it should make sense without any verbal explanation or reference to other documents.
- Your target audience includes **both technical and non-technical members** of the business, so aim for a balance of analytical depth and clear communication.

B. Analysis Summary and Code (20 marks)

In addition to your poster, your group must submit a document containing a summary of your analysis and the code used to generate the results presented in your poster. This document should be created using Quarto (.qmd) or R Markdown (.Rmd) and will be used by a newly hired Customer Retention Analyst to verify and evaluate your analysis.

This document will provide a detailed account of the analysis you performed, including data preparation, modelling, and visualisation steps. The content must be consistent with what is presented in your poster, however it may include details which were not appropriate to mention in the poster.

Both the PDF and source file (Qmd/Rmd) will be assessed.

i). PDF File Requirements:

The PDF file should contain a written description of the analysis conducted, including justification of key modelling decisions.

The PDF file should meet the following criteria:

- Word count: 750–1000 words
- Maximum length: 10 pages, including all tables and figures
- Raw R code or console output must not be included
- Include formatted tables and visualisations that clearly support your analysis
- Ensure consistency with the methods, results, and conclusions presented in your poster
- Written in a clear, concise, and professional style, suitable for a someone with a technical background

Your document should be organised into the following sections:

1. Introduction (suggested length: 50 - 75 words)

Briefly describe the organisation, the business problem being addressed, and the purpose of the report.

2. Dataset Overview

Provide an overview of the dataset used in your analysis, including key variables, exploratory data analysis, and any data cleaning or transformation (if applicable).

3. Modelling

Describe the modelling that was performed, including any data preparation and transformation required for modelling. Clearly state any assumptions made in your analysis. Present and interpret the key findings, using formatted tables and/or figures to support your results.

4. Conclusions and Recommendations (suggested length: 50 - 75 words)

Briefly summarise the main findings of your analysis and provide actionable recommendations for the business problem.

ii). Code Submission:

In addition to the PDF file, your group must submit the Quarto (.qmd) or RMarkdown (.Rmd) file used to generate the PDF file. This file should include code for: importing data, cleaning and transforming data, exploratory data analysis, modelling and evaluation and visualisations.

The code will be assessed based on the correct use and explanation of appropriate techniques, clarity and accuracy of the code, and overall reproducibility of the results.

To ensure your submission meets expectations, your code should:

- Run without errors when placed in the same directory as the dataset provided by the client
- Be well-organised, with logical sectioning and clear labels
- Be clearly structured, with code positioned near the relevant explanatory text
- Include comments that explain the purpose of each major step in the analysis
- Be free of unnecessary code or output that does not contribute meaningfully to the analysis

C. Contribution Summary (0 marks)

Each team must submit a Contribution Summary as a single PDF file outlining the individual contributions of each group member.

Each group member should write a **150–200 word statement** describing their own contributions to the project. These individual statements should be compiled into **one PDF file** and uploaded to Canvas.

Please note that no marks are awarded for this component. However, any individual or team who fails to submit the Contribution Summary will receive a mark of **zero for the entire project**.

D. Poster showcase and Q&A (30 marks)

The poster showcase will be held in OGGB Level 0 from 6:00 pm on Wednesday 20th August 2025.

During the showcase, several teams of markers will circulate and spend approximately 15 minutes with each group. When a marking team visits your poster:

- You will have 5 minutes to present your poster and analysis to a **non-technical audience**. All group members should take part in the presentation.
- This will be followed by 10 minutes of Q&A, where the marking team will ask questions about your poster, analysis, and findings. All group members should be able to answer questions about any aspect of the project.

Attendance is compulsory for all group members.

In addition to presenting your own work, you will have the opportunity to view the posters developed by other groups and vote for your favourite. These votes will determine the winner of the Student Choice Award. *Note: Student votes do not affect the grades awarded for the group project.*

Group Work

You will have the opportunity to propose your own project group of 5 students. Groups may include members from different lecture or lab streams. Group sign-ups will open on Canvas by Week 3, and students will have until Friday of Week 3 to propose a group. Final group allocations will be approved by the teaching team to ensure that all students are placed in a group and that group composition is appropriate and balanced. If you do not sign up by the deadline, you will be automatically assigned to a group.

- Tips for working in groups are provided on the **Business School's learning hub**.
- Group work is to be shared equally among members of the group. Any issues with group dynamics should be reported to the teaching team as soon as possible.
- At the end of the project you will be required to complete a self and peer evaluation of your group members via Canvas. The information provided will be reviewed by the teaching team and may result in an adjustment of the marks awarded to particular individuals in the group. **Individuals that do not complete the peer evaluation will receive a mark of 0 for the project.**

Use of AI

You are welcome to use ChatGPT and similar tools to help prompt your thinking in the project. However, you should ensure that you thoroughly proof-read and verify anything that is created by a GenAI tool, especially code.