

INFS5700 Team Assignment

Assessment Details

In this assignment, you will analyse a dataset containing AirBnB data taken from the city of Chicago in SAS VA (data file is called AirBnB-Chicago). Your team is responsible for undertaking research to present findings to a company trying to understand the AirBnB market in Chicago. To have an effective report, your group will need to identify a specific set of objectives or questions that can be addressed through data exploration (e.g., what type of properties lead to the best guest experience or prices). In addition, you should detail how the data analysis was conducted to ensure replicability.

Before carrying out the analysis, each member must visit <https://www.mango-solutions.com/radar/> and complete the survey to find your data science profile. After establishing the data science team's analytic strengths, you will analyse the data and prepare a written report that covers the following:

1. Team overview: The establishment of your team and its capabilities, by sharing and consolidating your data science profile.
2. Data exploration: Explore the relationships in the dataset and provide a summary of the insights.
3. A short narrative recommending how the firm can use add open data, unstructured data or social media data to extend the dataset.

The report covering the above has a limit of 2500 words, excluding figures, references and appendices.

In addition, you will create a slide deck that does the following:

4. Creates a slide-deck with speaker notes that summarises the value opportunities arising from your analysis in a form suitable for presentation to the senior management team. The presentation should have no more than 5 slides, comprised of 4 detailed slides + 1 intro slide.

You are required to carefully consider the points that you wish to make in this report and slide deck. You should consider using tables and figures to present some material as they may help structure your argument.

In preparing the assignment, you should place yourself in the role of an external consultant. It is important that you provide your audience with information that is customised for their situation rather than producing material that reads like a generic textbook. You should therefore illustrate that you understand their context and priorities. In order to do this you will need to make some assumptions. You should state all assumptions in an appendix to your assignment. You may also need to undertake research to prepare your assignment. References in the report and slide deck should be provided in Harvard style.

Peer Assessment

Each member of the team must complete a peer assessment, which will be available on Review. The peer evaluations are used to evaluate equal contributions by group members. If there are significant unequal contributions, the group should bring this to the attention of the LICs prior to submission. If unequal contributions are agreed upon by most group members, marks may be re-distributed within the group. If claims of significantly unequal contributions are contradicting by the evaluation of others, then the claims will need to be substantiated with evidence such as meeting notes and e-mails. Again, this process may lead to the re-distribution of marks within the group. The outcome of redistribution of any grades is solely at the discretion of the LIC.

Assessment Criteria

The following set of marking criteria are used for the report and slides.

Criteria	Explanation	Weight
Background and objectives	A set of well-articulated and justified objectives for data exploration and a well-justified explanation as to their suitability for the company (exploration). A well-considered analysis of your team data science profiles, revealing key skills and responsibilities, and a plan for mitigating risk considering the stated objectives.	15%
Analysis	A detailed and justified analysis of how data exploration was conducted.	35%
Evaluations and recommendations	A well-articulated explanation of how data exploration meets the set objectives and can provide useful insights for the organisation.	35%
Communication	The effective and coherent communication of information in a format suitable for a consulting report and presentation for senior management. Adherence to Business School presentation standards including Harvard referencing and the use of acceptable research materials.	15%

Submission Details

The assignment is due in week 7 on 4 April at 5:30 pm. Late submissions are subject to a penalty of 10% of the available marks per day, including weekends and public holidays. Using the submission link on Moodle, submit a single document, in MS Word or pdf format, that includes:

- (i) A fully completed and signed cover page (will be available on Moodle) containing the names and ID numbers of all participants,
- (ii) The required report and slide deck,
- (iii) A full set of references used to prepare the report, and
- (iv) appendices, as necessary.

Indicate the number of words on the document. Please note that material presented in excess of the maximum word count will not be taken into account when grading the assignment. Appendices and references are excluded from the word count. A penalty of 10 percent (of available marks) will be applied if the cover sheet is missing or is not signed. Printed names and electronic signature are not accepted as signatures. Please print and sign the coversheet and either scan or photograph it.

Each individual must also submit a peer assessment through UNSW Review by 4 April at 5:30 pm. This assignment is worth 30% of the course.