



DALHOUSIE UNIVERSITY

Faculty of Computer Science

CSCI 5100 – Communicating Computer Science Ideas

Team 2.2.1

Group HA 2

Members and Contributors

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THE PRESENTATION PLAN

Group ID: HA 2

Name of the team contact: Adil Dinmahamad Otha

Area of Interest: Big Data

Focus: Data Analytics in context of Internet of Things.

Subject of the Presentation: Location Analytics as a Service for Hyper Local Businesses.

Section Headings

1. The Purpose
Presented by: Adil Dinmahamad Otha
2. The Problem
Presented by: Prashit Prakashbhai Patel
3. The Product/Solution
Presented by: Shivam Barot
4. Product Design and Future Scope
Presented by: Prerak Choksi
5. Market Sizing and What sets us apart
Presented by: Adesh Nalpet Adimurthy

Steps taken by team to form a Cohesive Presentation

Firstly, we started discussing the current trending topics in the technology space, and within no time, big data, without a doubt, was a common interest across the team. The news about DoorDash tripling their revenue but doubling their losses was an eye-catcher. We brainstormed about how we would approach the problem to improve the revenue. "Location analytics as a Service," an application of big data analytics, is an underrated yet powerful approach to deal with geospatial data.

After dwelling into several research papers on the Dalhousie Library website and learning more about the use of granular hexagons in the place of postal code for accurate analytics, within no time, we distributed work among the team members to research more on the feasibility of the product, perform market research, identify problems faced by customers, vendors, and delivery partners in micro-mobility start-ups across Canada, including UmbraCity, an on the go umbrella rental company.

We soon had multiple meetups, both online and on-campus, to discuss and identify the purpose of our product idea, the problems we intend to solve, come up with product design mocks, all of which are driven by the research on the market sizing and demand. Finally, we referred to various formats used as a start-up pitch deck by the founders of a company, drafted an initial document, and refined it over time while practicing the team presentation. Last but not least, we presented the product idea to a small group of friends and incorporated feedbacks over a few iterations.