<u>University of Illinois Athletics Project</u>

Last semester in the athletics project, team 1 conducted interviews with ticketing office and business office under athletics department. Both the interviews were successful since we got a lot of useful insights in the business operations based on which we were able to create data flow charts. Many people from the team raised concerns for data availability from the client for which the professor suggested focusing on business operations rather than data analysis which is precisely what I am aiming. Our curriculum for business analytics heavily emphasizes on analytical tools and machine learning models hence, the business operations exposure is limited. Business practicum is providing hands-on experience on operations. Athletics has a huge dataset and there is a lot of scope of improvements which can be done by us. Anticipated challenge would be that since client has agreed to provide data, we know that athletics would have large dataset collected over the year, hence data cleaning would take some time unless we look for alternate solutions using metadata for cleaning. We are optimistic that we could make dashboards and provide the client with insights using predictive models.

One point of improvement is that interview scheduling process is moving very slowly, therefore one productive method would be scheduling interview simultaneously with multiple constituent groups rather than focusing one at a time. It takes longer when we wait for reply and availability from members of each constituent group and David. Hence our goal to increase productivity for the project would be to approach multiple groups and conduct more calls for phase 2 of the project. Another suggestion within the group was to collaborate within the allocated time slot for business practicum and work together to avoid miscommunication and to improve contribution of all members.