IST 755 Fall 2018

TEAM PROJECT ASSIGNMENT 1 (Data Analytics)

**NOTE**: Teams will use the Pecan Street dataset to complete this assignment. Teams are also required to include data from external datasets.

Answer both questions below:

1. Does the case for electric vehicles improve if you have solar installed at home? You must incorporate data on available federal and state solar subsidies (limit to Texas) to answer this question.

2. This is a two-part question on competitive strategy. Read Porter on Strategy and Porter on Industry Structure as background for both questions.

2a (b2c focus): How should Alphabet market Nest products/ services to Pecan Street households who currently do not use it? Read the reading on behavioral economics on BB before answering this question.

2b (b2b focus): What is Nest’s business strategy? What sectors is Nest in currently? What sectors should it enter to be competitive? Review the Silver Spring/Itron case (HBS), SSNI/Itron website and the McKinsey ecosystems reports (on BB) before answering this question.

**Formatting the Final Report**

Your report should be formatted like a professional-quality technical report intended for top management. Use this format:

1. Executive summary. 2. Background on data analytic methods and tools used in the analysis. 3. Answers to the Questions above. 4. Complete list of References (APA style guide is required); 5. Concise statement from each team member on their specific contribution to the project.

**Schedule**:

Oct. 28 In-Class Mid-point Review: Teams present work in progress

Dec. 1 Final Reports Due on BB by 11:59 midnight

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