Big Data at AT&T
Regional Fall Case Competition

Congratulations on being selected to move to the second round of this competition! Below you will find the remaining schedule along with the itinerary for November 4th. Please be sure to make travel arrangements to attend the session in person. If you are unable to come to Plano, please let me know so we can set up a call during the presentation time.

Please upload your presentations and write-ups to your personal github account and add me as a contributor. I will compile everyone's PowerPoint decks for the afternoon presentations. I will be randomizing the presentation order and will send the timeline to you all later this week.

Remaining Schedule:
November 3rd- Part 2 presentations and write-ups due by 11:59pm
November 4th- Final teams invited to the Plano Foundry Office for part 2 presentations

Plano Foundry Itinerary:
12:30pm: Arrive at Plano Foundry (2900 West Plano Pkwy, Plano, TX 75075)
1:00pm-3:30pm: Presentations (30 minutes allotted for each team)
3:30pm: Tour the Big Data at AT&T office while judges discuss winners
4:00pm: Announce winners and hand out prizes

Part 2

Now that we have a good understanding around customer sentiment towards store experience in social media, Big Data at AT&T would like to know what specific services AT&T offers that are rated highest by our customers through social media. We would like for the teams to look at data around technician dispatch, product installation, store experience, satisfaction around product usage or any additional factors found through research to get a holistic view of customer sentiment towards AT&T. Teams should also perform location analysis to see if the services and product experience vary by zones or zip codes. Big Data at AT&T wants teams to think outside of the box and get creative with their research. Investigate things like location based demographics to see if that plays a role in AT&T's overall customer sentiment. Show us differences between social media platforms or AT&T authorized retailers versus corporate retail stores. At the end of the day, AT&T is all about their customers and ensuring our customers are having great experiences. Big Data at AT&T wants to better understand how our community is shaping the perception of AT&T and what recommendations the teams have to improve customer care.

For the final deliverable, Big Data at AT&T would like to see a complete analysis done around the many factors which affect store performance, the data used to perform the analysis, and how the factors differ by locations. If you can, drill down to specific retail stores and list the factors which are hindering their performance. Please include a visualization with your project whether it's a map or something interactive.

FRAMEWORK FOR SECOND ROUND

- Expand search to include data about AT&T's products and services
- Research key factors outside of social media that can affect customer sentiment and rate them based on influence/ effect on customer sentiment
- Create a visual that reinforces your final findings (can be interactive)
- Based off of your findings, recommend next steps on how to improve AT&T's customer care

TERMS

- *In order to be eligible, each Participant on a Team must agree in writing to the Terms below **before** any Deliverables are submitted by or on behalf of the Team or its member-Participants.*

- All **Deliverables** (meaning all products of Team and Participant activities undertaken for purposes of participating in this competition including write-ups, submissions, presentations, models, algorithms, procedures, analysis, data, insights, software, content, developments and inventions) and all **Rights in Deliverables** (including U.S. and international trademarks, patents, copyrights, confidential information, trade secrets, and other intellectual property contained in or derived from the Deliverables) shall be owned by AT&T.

- All Deliverables shall be considered "work made for hire" by the Participants for AT&T regardless of whether the Deliverables were created solely by one Participant or jointly two or more Participants. To the extent the Deliverables do not qualify as a "work made for hire", or where AT&T deems necessary for any other reason, each Participant assigns to AT&T all such right, title, and interest in such Deliverables.

- Each Participant must provide all reasonable assistance, including providing technical information relating to the Deliverables and executing all documents of assignment and other documents that AT&T may deem necessary or desirable to perfect its ownership interests in such Deliverables and in the Rights in such Deliverables.

- Participants and Teams shall place a notice on each Deliverable, identifying it as "AT&T Proprietary Information."

- *Each person who participates in the creation of a Deliverable submitted in this competition agrees to and is bound by these terms as a Participant by virtue of such participation regardless of whether such person has agreed in writing to these Terms.*

Signature

3rd November 2016

Date

**Aditya Purandare, Alok Satpathy,
Mohammad Atif Tahir, Swapnil Phulse**

Printed Name

Texas A&M University

School