



MIS 699-C: Managing Emerging Infotech

School of Business at Stevens Institute of Technology

Fall 2017

Individual Assignment 2

Name: Balaji Katakam (Design Studio Team 6)

Date: 11/8/2017

Question 1. Describe your personal contribution to the team project.

Answer 1.

We worked in a team but assigned some specific parts to work on for every member.

- I've worked on the analysis and understanding of graphs generated from various perspectives, viewpoints and tried to deduce the reasons for the graphs to be generated in a specific manner.
- Compared various emotions and trends observed throughout.
- Checked the data set for number of comments and users since data during the initial years seemed inconsistent.
- Understood the game by viewing gameplay and review's over YouTube and game forums.
- Researched, extracted and made inference over cause of peaks points, bottom points and transition trendlines in terms of updates, battle's and changes caused in the game.
- Explored external datasets and brought in new analysis that could help us gain information with respect to various perspectives.
- Collaborated, understood and communicated with team members over their analysis, understanding and making the whole presentation into a sensible whole complete analysis pitch.
- Developed content and made it seem interesting by researching over innovative and new ideas that weren't implemented.
- Managed and arranged slides for the pitch.

Question 2. Describe the main ways in which you think your team project can improve to deliver new analytical value to the client. Please be tangible and describe specific arguments or story components that you can support using your analysis.

Answer 2.

These seem to be the main ways in which I think my team project can improve to deliver new and better analytical value to the client

- Research and Web scrape over various available online resources that relate to EVE Online [For Example: Player's forums].
- Research over all emotions related to "Achieve" from the LIWC Dictionary and compare them to find the positively correlating factors for achieve and negatively correlating factors.
- Use Transitions, animations and better visualization for the presentation.
- Analyze and relate various factors that affect the keyword "Achieve" in various aspects and which factors can be improved and help deliver better updates and reduce the rage and bad feelings amongst players.
- Also help EVE Online increase the number of players for battles and deliver updates that are innovative and increase the enthusiasm and captivation amongst players.
- This will help them improve their profit margins levels which will help them gain more funds over research and development, this will further improve their outreach.
- Also, these analyses should be used to determine which features and contents should be displayed over their advertisements that could help them gain more newer players as well.
- Also rechecking the data sets if they are clean and see if the facts derived from data sets are correct practically and relate to the dates.
- Check for inconsistency in the data and apply algorithms that can normalize the data set and reduce incorrect projections and visualizations.
- Avoid complicated graphs and contrasting colors that aren't visually soothing.

Question 3. What can your team do to improve a) the clarity of your presentation, b) the rigor of your problem analysis, c) the explicitness of your work plan.

Answer 3A:

Improve the clarity of your presentation

I believe that we can improve by adopting the following:

- Adding Charts at the concluding part that connected various parts of the analysis and brought everything together back as a complete story to ensure that the audience understood the presentation completely.
- The introducer should give a gist of what is going to happen further and how does it go through, so the audience has a basic idea that enhances their understanding and keeps them engaged throughout.
- The conclusion should be brief, explain each aspect and point that the presentation contents were about.
- The sequencing of slides for the presentation should be in the right order.
- The audience should be given an overall idea of what points the presentation would cover upon.
- The connectivity between contents and topics over slides should seem reasonably understandable to the viewers.
- Should have asked the audience for their views and doubts in between the presentation.
- The presenters must maintain eye contact with the whole audience

Answer 3B:

Improve the rigor of your problem analysis

- We should have scraped data from various forums.
- Should have analyzed over the best players and most supported commentators/players over the forums.
- Socializing with a couple of eve online players and getting their views could have been very important to gain practical views that we couldn't get by forums.
- Playing the game personally would be an interesting way to discover and unveil various aspects and views of the game.
- Analysis should have been done with respect to all updates in a graph and plotting them with achieve and various other positively and negatively correlated emotions to gain a better understanding.
- In a similar fashion, the comparison should have been with battle's and various other eve online's major events.
- So, these could help us gain insights from the perspective of CCP, if these updates/ major events/ battles on how they effected on a normal basis and which one's affected them in a positive manner and how could these analyses derive to a tangible point wherein they could help them increase their player base and improve further to improve over their profits.

Answer 3C:

Improve the explicitness of your work plan

- The steps planned in the further process are towards the story pitch.
- Use R and Python to clean the external Data Sets furthermore and bring in something new.
- Visualize and project information that can tangibly help EVE Online to improve their player base and reduces the anger and rage quotient over their forums.
- Help EVE Online improve their profit margins.
- Analyze and project features that will engage player in more actively and the most loved features.
- Bring on a perfectly planned and sensible presentation that has a perfect flow that captivates the audience.