

MIS779

Decision Analytics in Practice

Week 6 – Part C: Video Presentation
(Group)

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Quick Updates!

- Assessment Part B – Marking in progress
- Question to the client (Week 6 visit) – Discussion Forum
- Part C: Guidelines and assessment rubric
- Planning for Part D
 - Face-to-Face Presentation (Week 10 and 11, Schedule will be released in Week 8)
 - Final Project Report (Week 11: Due 22nd May)



Moving towards the solution

The Problem

What is the **underlying problem** you are trying to solve for the business?

Why

What is going on in the business that makes it a **priority**?

How

How will it **change/facilitate** the **decision-making** around that problem what sort of **decision it will impact**/how it will impact?

What/So What

What is the required **solution (new KPIs/metric)** based on the constraints and the previous points? Why **do these KPI/metric/insights matter**? What is the **added value**?

Value added - How?

Understanding
the data

Data Profiling

Consolidating
data

Data
Integration

Building
relationships and
new KPIs/metrics

Data Modelling

Dashboard, Report,
Predictive model

Data Analysis

Descriptive, Diagnostic,
Predictive

Data Storytelling
approach

Data
Visualization

Break Out!

