

# 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 22<sup>nd</sup> 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

Data Storytelling  
approach

Data  
Visualization

Descriptive, Diagnostic,  
Predictive

# Break Out!

