Business Analytics Practicum (MGT 4803)

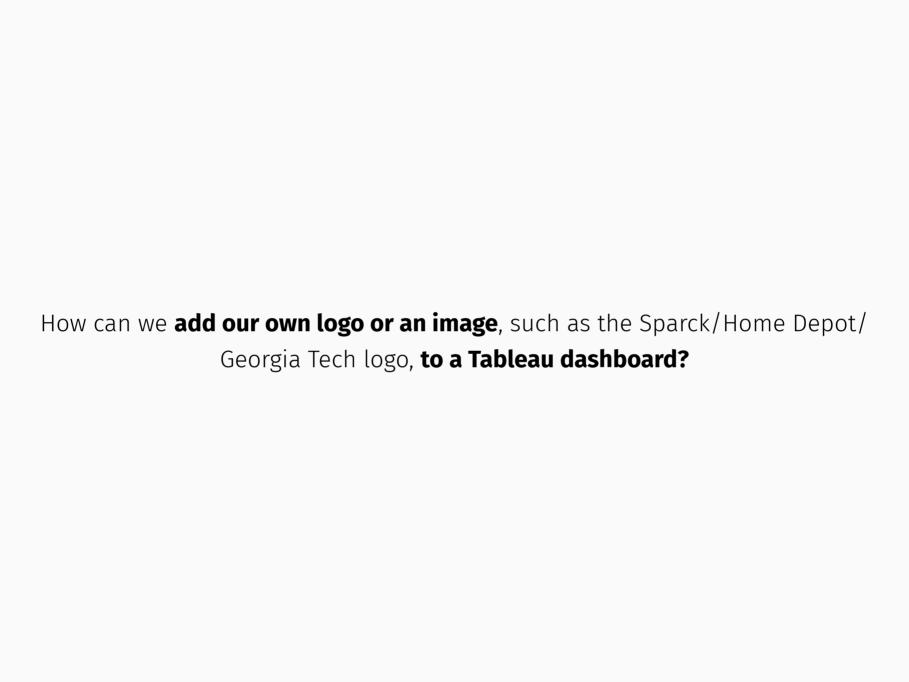
Zhaohu (Jonathan) Fan

Information Technology Management Scheller College of Business Georgia Institute of Technology April 23, 2024 What is the signature color of Sparck?



Final Presentation

- Location: Scheller College of Business 203
 - **Logistics**: Each team has a 20-minute presentation followed by a 10-minute Q&A session.
 - Schedule:
 - Time: April 30, 5:00 PM 6:15 PM
 - 5:00pm-5:30pm: The Boxsters (Team #2)
 - 5:30pm-5:40pm: 10 minutes Break
 - 5:40pm-6:10pm: Scheller Sparck Squadron (Team #4)
 - Note: use Sparck's colors (and logos) on your dashboards and presentation slides.



High-level understanding of the architecture through dashboard

- Please click on the link provided below
 - Executive Overview (Demo)

One more item to add for the final presentation

• Recording Details:

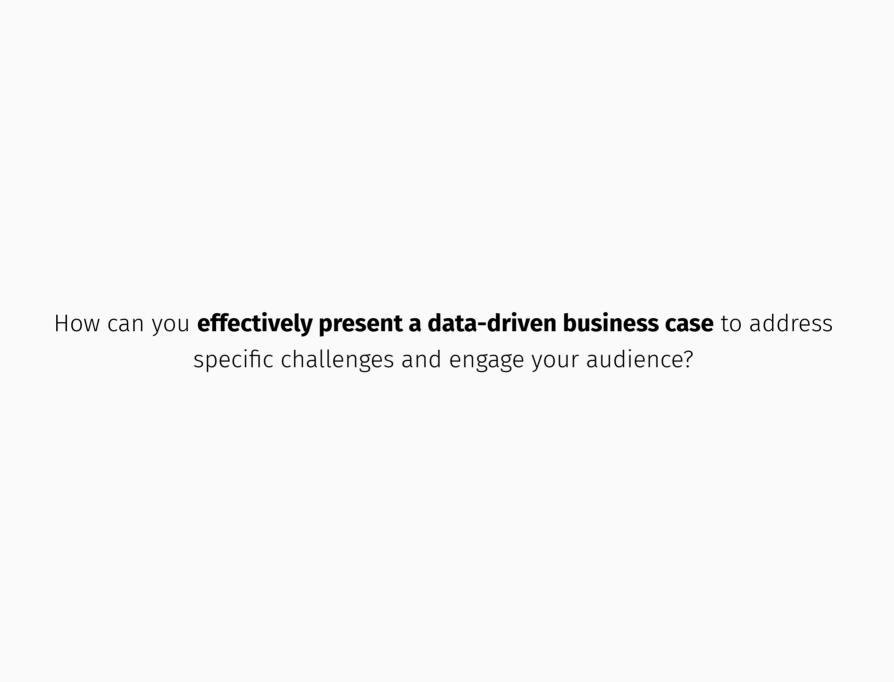
• **Who:** Your final presentation will be recorded by the Scheller College of Business Media and Marketing team.

• Purpose of the Recording:

• **Celebrating and Highlighting Your (Student) Achievements:** A video showcase that includes both video and photography.

Usage of the Recorded Material:

• **Student Spotlight Video:** This will be featured on the Business Analytics Center (BAC) website and shared across various social media platforms to highlight your work and achievements.



Final Presentation

Introduction to Teams

Introduce team members and key stakeholders (if applicable)

• Presenting the Business Problem

- Define the business problem clearly
- Use data to demonstrate its impact

Final Presentation (cont'd)

Challenges

Discuss challenges related to solving the problem

Proposed Solution(s)

 Outline steps for implementation and alignment with business objectives

Limitations

- Acknowledge potential limitations or constraints of the proposed solution
- Discuss strategies to mitigate these limitations (e.g., Microsoft Dynamics 365)

Open for discussion

Some example videos

- Please click on the link provided below.
 - Business Analytics Practicum Project Showcase Team 1
 Call Center Cohort

Some example videos (cont'd)

- Please click on the link provided below.
 - Business Analytics Practicum Project Showcase Team 2
 Holiday Model Masters

Some example videos (cont'd)

- Please click on the link provided below.
 - Business Analytics Practicum Project Showcase Team 3
 Nursing Home Covid Detectives

Some example videos (cont'd)

- Please click on the link provided below.
 - GT Football Digital Marketing Bus Analytics Practicum Final
 Video