Business Analytics Practicum (MGT 4803)

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Information Technology Management
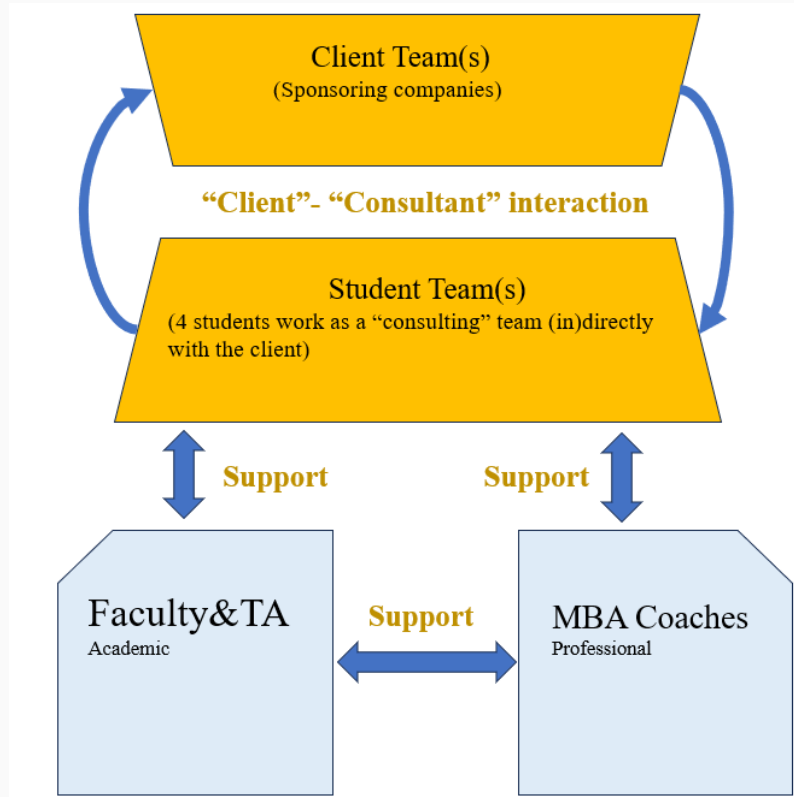
Scheller College of Business

Georgia Institute of Technology

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- Focusing on **Engagement**, **Discovery**, **Application**, and **Critical Thinking**.

Your project assignments are ready!

- Find the detailed assignments by navigating to **Modules** -> **Week 3 Project Assignments** on our course Canvas page.

    - Each team has been assigned a project based on your **top two preferences**.

    - **Team #1**: Home Depot (project focused on providing insights on current value creation for tasks assigned to stores)

    - **Team #2**: Sparck Technology (project focused on event analytics with detailed visualizations for each machine at a micro level)

    - **Team #3**: Home Depot (project focused on developing a sustainable dashboard to track value and impact continuously)

    - **Team #4**: Sparck Technology (project focused on analyzing and presenting machine health and performance metrics at a macro level)

What's next?

- **Choose a Team Name & Leader**: Pick a fun name and decide who leads. Team leaders, send me your team name by tonight at 11:59 PM. Example: "Yellow Jackets for Team #5."

  - **Project Resources**: You've all been added to the Sparck project folder with your GT emails. Missing access? Let me know!

  - **Home Depot NDA**: Still need to sign the NDA? (A few of you missed signing the NDA for Home Depot) Look for Amanda's email (amanda.roberson@legal.gatech.edu) for the DocuSign link. It's essential for accessing Home Depot's data.

The power of asking questions in businesss

- Encouraging curiosity and innovation through brainstorming

    - No question is too small

    - The value of "wrong" questions

Workflow
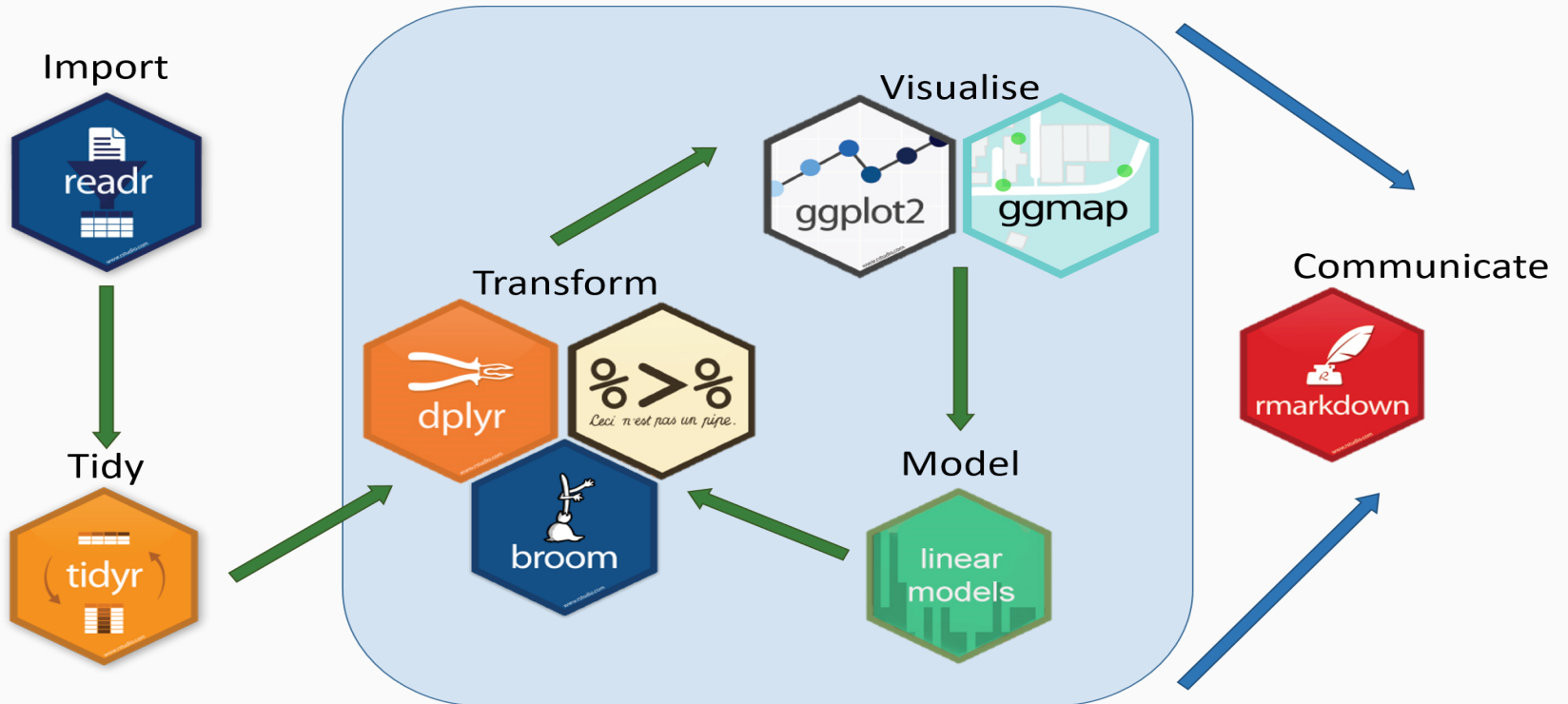
Challenges with data analytics

- Aggregating data from multiple sources

  - Joins: inner, left outer Join (or simply left join), right outer Join (or simply right join)

  - Cleaning data

    - missing data : list-wise deletion, substitution – replace missing data points with a reasonable approximation