Business Analytics Practicum (MGT 4803)

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Information Technology Management

Scheller College of Business

Georgia Institute of Technology

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What is the signature color of Home Depot?

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Orange.

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: May 2, 5:00 PM – 6:15 PM**

      - 5:00pm-5:30pm: **TechSavvy Insights (Team #1)**

      - 5:30pm-5:40pm: 10 minutes Break

      - 5:40pm-6:10pm: **Wet Paint Watchers (Team #3)**

  - **Note:** use Home Depot's colors (and logos?) on your dashboards and presentation slides.

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.
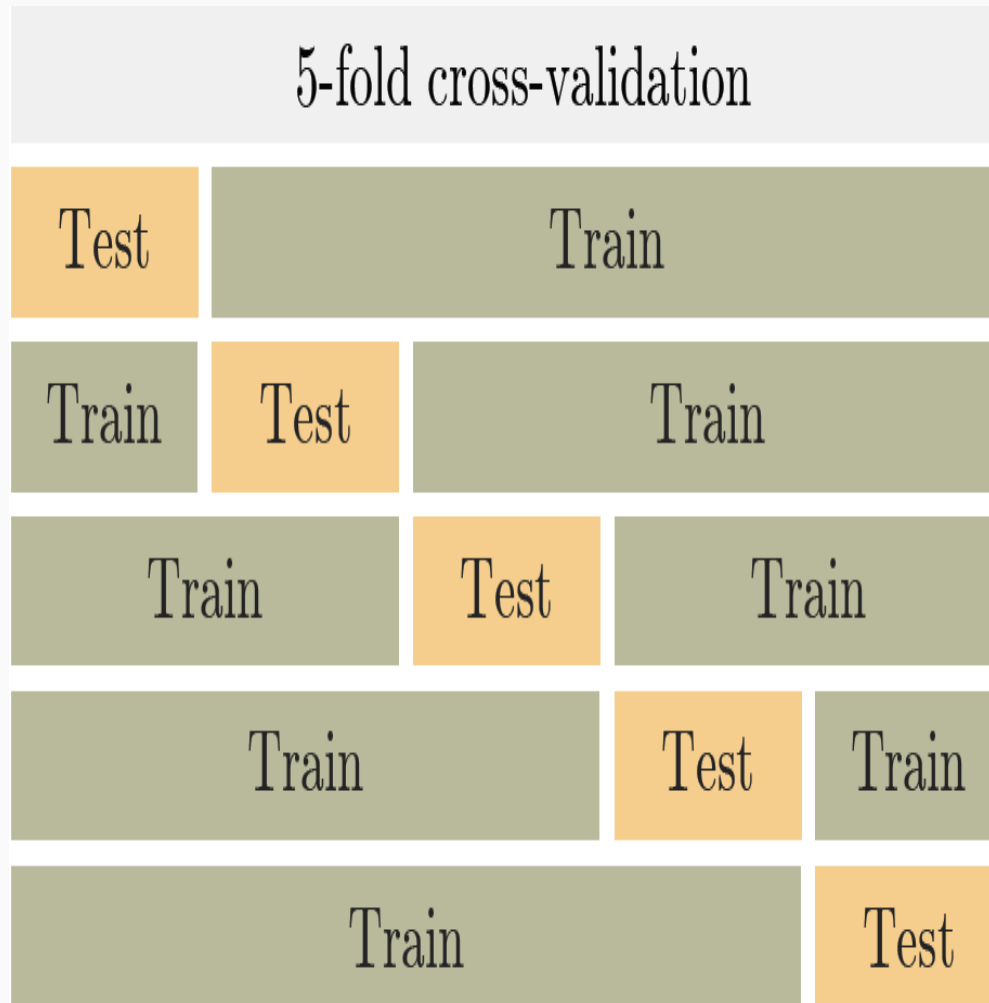
- **Purpose of the Recording:**

  - **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.

Open for discussion

Train and validation(test) sets

5-fold cross-validation

Time series data

- **Last Part as Test Data**:

    - Keeps the story in order: past to present.

    - Respects patterns: trends and seasons make sense.

    - Mimics real life: we predict the future based on the past.

- **Randomly Picking Data:**

    - Mixes up the timeline: like reading a book out of order.

    - Confuses patterns: trends and seasons get lost.

- **Unrealistic:** we never know tomorrow's details today.

    - Stick with the natural order for realistic and accurate forecasting!

Some example videos

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

- 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