

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?

What is the signature color of Sparck? **Blue.**

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.

How can we **add our own logo or an image**, such as the Sparck/Home Depot/
Georgia Tech logo, **to a Tableau dashboard?**

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.

How can you **effectively present a data-driven business case** to address specific challenges and engage your audience?

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](#)