

Business Analytics Practicum (MGT 4803)

Zhaohu (Jonathan) Fan

Information Technology Management

Scheller College of Business

Georgia Institute of Technology

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About Me



- Ph.D. in business analytics.
- Applied statistician, business practitioner.
- Foodie and more....

Welcome to Business Analytics Practicum!

- **Purpose:** Cultivate creative, analytical, problem-solving, and communication skills.
- **Real-world business problems:** Apply skills in practical scenarios.
 - The Home Depot
 - Sparck Technologies

Guest speaker

- **Laura S. Smith**
 - Program and Operations Manager
 - Business Analytics Center
- Please click on the link provided below.
 - [Power of Collaboration, Teamwork, and Data Highlight Graduate Business Analytics Practicum Showcase](#)

What's next?

- Projects leverage data engineering, data exploration and analysis, statistical modeling (**Python/R**), data visualization and dashboard (**Tableau**), and automation techniques.
- Project Presentation by Sponsors (Next Tuesday, Jan.16th)
 - **The Home Depot** (5:00 pm-5:35pm)
 - **Sparck Technologies** (5:40 pm-6:15pm)

How it works?

- **Small team collaboration (3-5)**
- **Support and Guidance:** Provided by the instructor and a group of 2nd-year MBA coaches.
- **At the end of the semester, you will be able to deliver the three core deliverables of a data science project:**
 - Technical (code, cleansed data),
 - Dashboard visualization (Tableau, ggplot),
 - Executive deck (business result)

Top Companies Using Python/R



Previous experiences with Python

- I have never heard of Python/have heard of Python before, but have never used it.
- I have used Python before in a class or at work.

Previous experiences with R

- I have never heard of R/have heard of R before, but have never used it.
- I have used R before in a class or at work.

Main topics

- Course Introduction

Part 1: Course Introduction

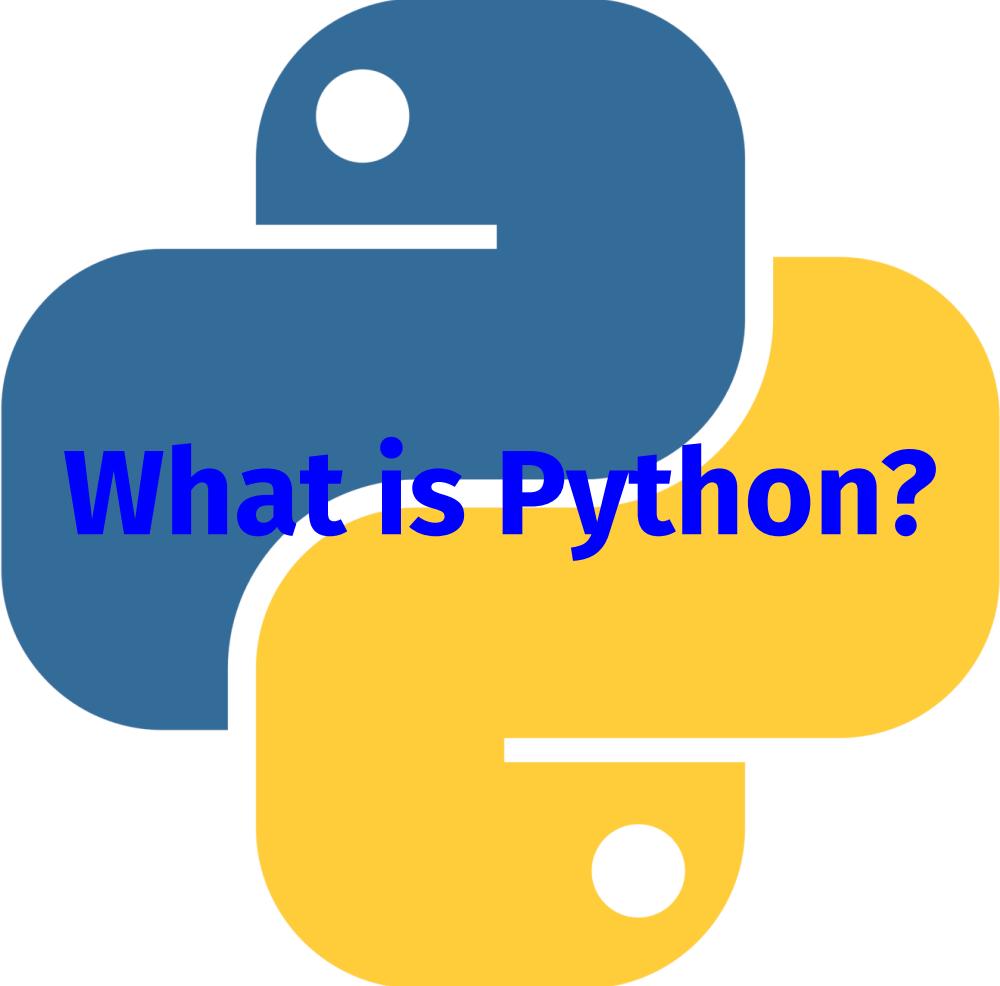
Course Introduction

- Canvas page
- Syllabus, office hours...

"The best investment you can make is in
yourself."

---Warren Buffet

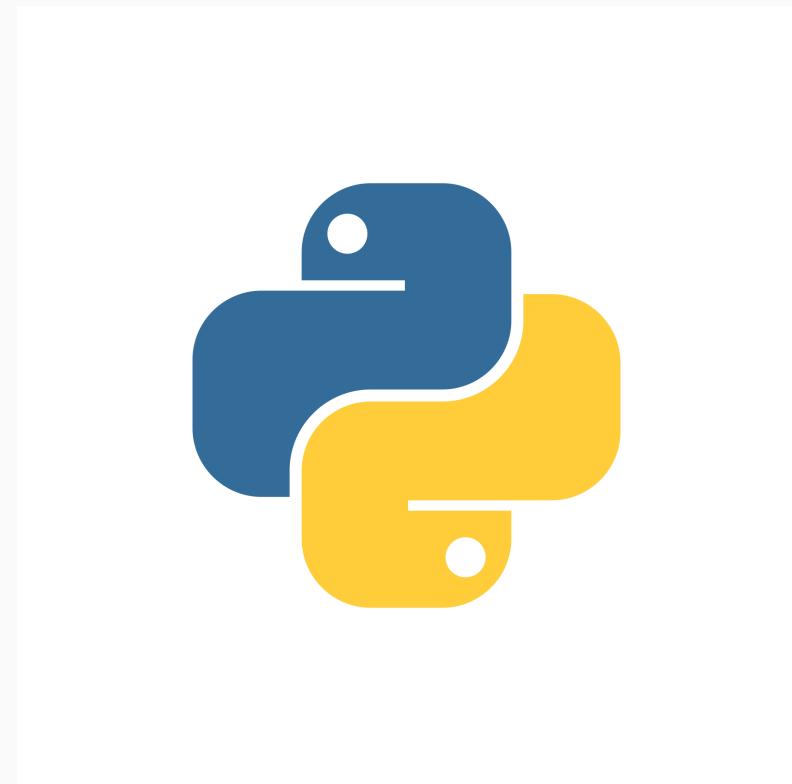
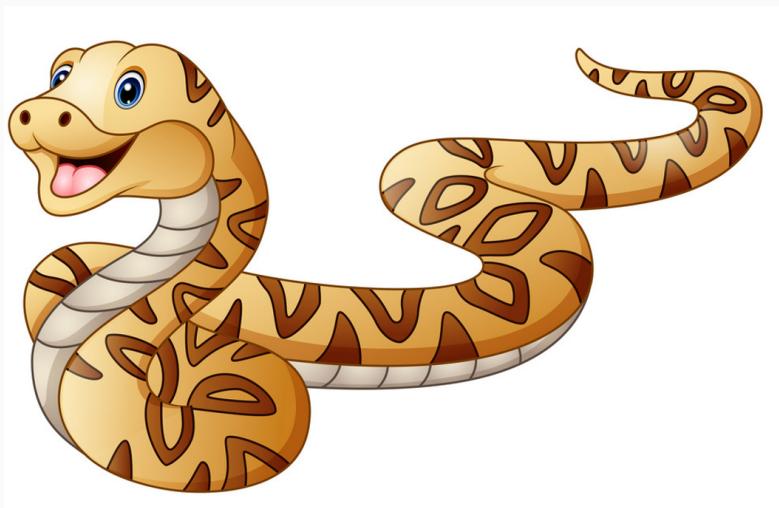
Part 2: Introduction to Python

A large, semi-transparent watermark of the Python logo is centered on the slide. It consists of two interlocking snakes, one blue and one yellow, forming a circular shape. The text "What is Python?" is overlaid on the center of this logo.

What is Python?

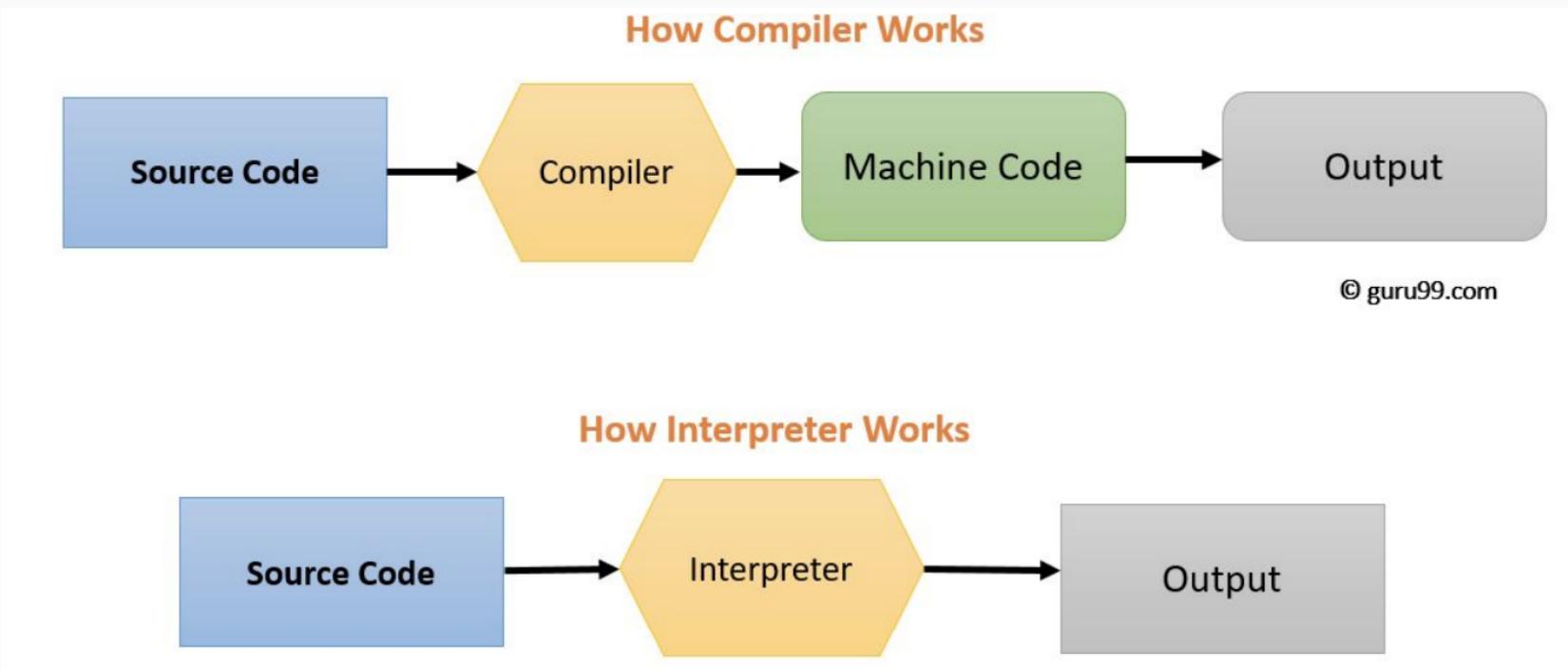
Python is...

- A cute snake



Python is...

- **Python** is an interpreted and high-level language.



What is fun fact about Python?



GUIDO VAN ROSSUM

- The origin of its name is inspired by a British comedy series called “Monty Python's Flying Circus”.
- It was created in 1991 by **Guido Van Rossum**.
- "Short, mysterious and unique."--- **Guido Van Rossum**.

How should we program with Python?

Several ways to program in Python

- Integrated Development Environment (IDE) - Spyder.
- Python Notebooks - Jupyter.
- Google Colab Notebooks - the Google Docs of Python Notebooks.

We will discuss Google Colab Notebooks

- Link to the Google Colab Python notebook (Colab 101)

Python: Hello, world!

Output

```
# Hello, world!
```

Code

```
print("Hello, world!")
```

Part 2: Introduction to R

Introduction to R

- Please click on the link provided below.
 - [Introduction to R & RStudio](#)