

**CONFIDENTIAL**

# **9466BR – Student Business Analytics Developer**

## **Product Presentation Guide**



**HALIFAX**

**Context:**

Defining a problem, opportunity or challenge is one of the first steps of any Analytics project. Advanced Analytics can be defined as the process of discovering, interpreting, and communicating meaningful patterns in data for effective decision making.

**Your focus is to identify a problem or opportunity that may be resolved with data and communicated visually to enable evidence-based decision making.**

Please visit the Halifax Regional Municipality (HRM) website and review the “**2024/25 Draft Capital Plan**” and the “**Strategic Priorities Plan 2021-25**” for HRM (<https://www.halifax.ca/city-hall/budget-finance/budget>) to get an understanding of the current planned work for our organization.

- You may use additional supports outside the above document referenced; be mindful of privacy. We encourage the use of HRM’s Open Data site.
- **In this scenario you are asked to develop and deliver a functional prototype product/solution that could be used to help make decisions to resolve the problem or opportunity you have identified. The prototype can be published with the tool/product of your choice (examples are MS Power BI, Tableau, etc.) and the product can be accompanied with a MS PowerPoint to help with presentation. If you do not have a functional prototype, you will be scored accordingly, and points will be deducted.**
- The presentation/interview may be conducted via Teams (pending your location); if so, you will be asked to share your screen as you work through presentation/product delivery, otherwise please bring your laptop to interview; if you do not have a laptop, please inform in advance so one will be made available for you.
- The scope of your product needs to be tied to the above referenced **Capital and Priorities plans in some capacity.**
- If you do not have a prototype/product you will lose points on your presentation.
- **Please email your presentation and solution file (zipped) by 8:00 am on Wednesday December 11<sup>th</sup> to Greg Da Ros at [darosgr@halifax.ca](mailto:darosgr@halifax.ca).**

**Scenario:**

*You have been asked to present (in your own words) to a small steering committee an opportunity/challenge that you feel would be of value to HRM, one that could be informed or resolved by proper collect and analysis of data, leading to effective evidence-based decision making.*

You have **developed a prototype** to support the opportunity you identified and want to share your prototype and product/visualization vision with the committee (*interview panel*). Your hope is that based on your prototype presentation and supporting rationale you will be asked to champion a small project/initiative to deliver the full product into development.

**You will have 20 mins to present your vision!**

Be sure to cover key elements such as:

- Identification of the chosen challenge/opportunity/problem.
- Explanation of why you chose this challenge.
- Identification of who the stakeholders might be.
- How would you engage the stakeholders?
- Identify a goal for your product vision.
- Identify what datasets are used in the prototype.
- Identify which additional datasets could be used to support further analysis.
- Demonstrate what kind of analysis you might perform (This is your proof-of-concept product walk through).
- Identify one key piece of insight you were able to discover.
- Explain and define how you would measure the success of your efforts.

Always keep in mind the User Experience (UX) factor! Stakeholders must find it usable!