Assignment 1 for Group Submission

**Due: Fri Sep 5, 2025 3:00pm**

Ungraded, 10 Possible Points

Available: Aug 20, 2025 12:00pm until Sep 5, 2025 5:00pm

You have been assigned to a group! As announced meet with your group and set up a collaboration platform because you need to get to work and need to collaborate with this assignment.

Since most of you are studying business analytics and aspiring to work in business analytics--great now to do some basic business analytics. Here is your chance! Plus you get to do this just like you would in real life! Cool huh?

For the attached spreadsheet consider different analysis to tell the story of the organization collecting the data. Some issues to consider include: What are some of the logistic issues? What are market share issues? Where is revenue coming from? Profits? What does this all mean? Or find something else--these are just suggestions. Craft a data driven story not just bar charts! The time is October 2017, prepare a memo for Mr. Singh the new CEO of International Notion Distributors highlighting different areas of interest and or concern. Mr. Singh just took over the business and knows nothing about the business. Make it interesting and original, draw insights not just a data summary. Make it easy and fun--direct and to the point. This is the first one for you to get a feel for working with your team and with data that appears simple (but ultimately can be used in hundreds of ways) and how to get meaning and understanding of a business. --turn in a memo and the ppt you will use to present in class. Memo needs to be well written and formatted and show data analysis results. The presentation must be sharp, direct and informative. Obvious things apply, it's a group of several masters level students doing the work so a two page memo and a three powerpoints will not get you more than a 0. Be creative, there is no one way or a specific right answer--in other words like real life. Should be high quality work, thorough and professionally formatted. It should be something you will be proud to have your name on. Turn in and make sure ppt deck has a voice of a person presenting results [100k.xlsx](https://unt.instructure.com/courses/131958/files/34482913?wrap=1)

**From Syllabus:**

Assignments: The cases you need to prepare to discuss will be assignments. Each group will be provided with a company. This company will be your friend. You work will be using this company as the basis for most of your assignments. I will post assignments relating to the topics in course--for each functional area. I will also provide unique data and cases for some of the assignments. This is a group project. Everyone must participate. **For each assignment you must submit a memorandum 8-10 pages. It must be well written, grammatically correct, formatted and organized.** Appearance of documents reflects professionalism and attention to detail. Formatting, appearance, grammar, narrative structure, attention to detail matter and make of 40% of the grade for your group assignments. This is essential for success. There is no excuse for a group of 8-10 people to not put together a polished, high quality work product. **You must also include a 4 to 6 page power point which summarized the key ideas of the report and you must present this in class**.  **Practice and keep the presentation to no more than 15 minutes. Its an online course, so provide a powerpoint with a voice over recording. You can also do a video presentation! Up to you--key be creative and have fun!!**

You MUST follow a established English language style guide in your writing. Consider getting a copy of Strunk and White Elements of Style.