

GURUS



GURUS ?

SO WHAT?



A GURU IS A SANSKRIT TERM FOR A "MASTER OR TEACHER" GURU MEANS LITERALLY DISPELLER OF DARKNESS WE TRY TO SHED LIGHT ON DATA TO REVEAL ITS MEANING

OUR INSPIRATION



DATA CAN BE FOUND EVERYWHERE, BUT IT'S
HARD TO KNOW THE STORY BEHIND IT AND WHAT
IT CAN PRODUCE, GURUS ARE THE ONES THAT
CAN EXTRACT KNOWLEDGE FROM DATA AND USE
IT TO DO BETTER IN THIS WORLD.

WE ARE GURUS

OUR COMPANY STORY



GURUS PAST

6 different people with
6 different specialties
in IT

GURUS PRESENT

An entity that its sole
goal is to solve a
problem in Ibn Khaldoun
University

GURUS FUTURE

Our Company will
evolve to involve solving
problems outside of Ibn
Khaldoun University

WHAT IS GURUS?



What We Believe In



TRANSPARENCY



RELIABILITY



CONSISTENCY



RESPONSIBILITY



Using Our Logo

ONLINE

IN PRINT

OTHER
APPLICATION



Why: Your Reason for Being

What problem do you want to solve?

It is no secret that students in Ibn Khaldoun University have been constantly failing and losing interest in completing their studies, and since there is a lot of data on our students we came up with the idea of predicting students with high rate of Dropping School and try to motivate them using IT, this idea is called HAFEZNY which is the literal translation of "Motivate Me" from our native tongue which is Arabic



Who: The Pioneer Team

**Is your team equipped and
well-balanced?**

Our team is consistant 6 Core members that are specialized in different fields, such as Data Sience, UX Design, Project Managment, Web Development,Software Development Modeling and Mobile Development





Meet the Team

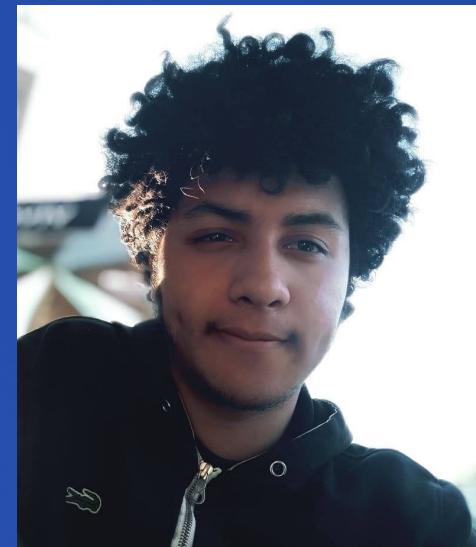
GET TO KNOW US



ALI LEBANI



**YOUCEF
KHARROUBI**



**MOSTAFA
LAOUMIR**



**ABDELHAKIM
AZZOUZ**



**LAHCEN
RAHLAOUI**



**NOUAR
CHAWKI**



GURUS AND HAFEZNI



HAFEZNi a system that connects Students and our Pedagogical on another level of understanding the actual needs of our students and making it easier for our Professors to provide.





BRAND

COLOR PALETTE

#77C0C0

#A4D080

BRIEF

As shown our logo has a shape of a staircase representing students paths and a crown at the top that represents success, our choice of colors also has a meaning that the paths gets clearer and lighter as you succeed

LOGO OF SYSTEM



Work Plan



The Middle of every successful project looks like a disaster

by rosabeth moss kanter

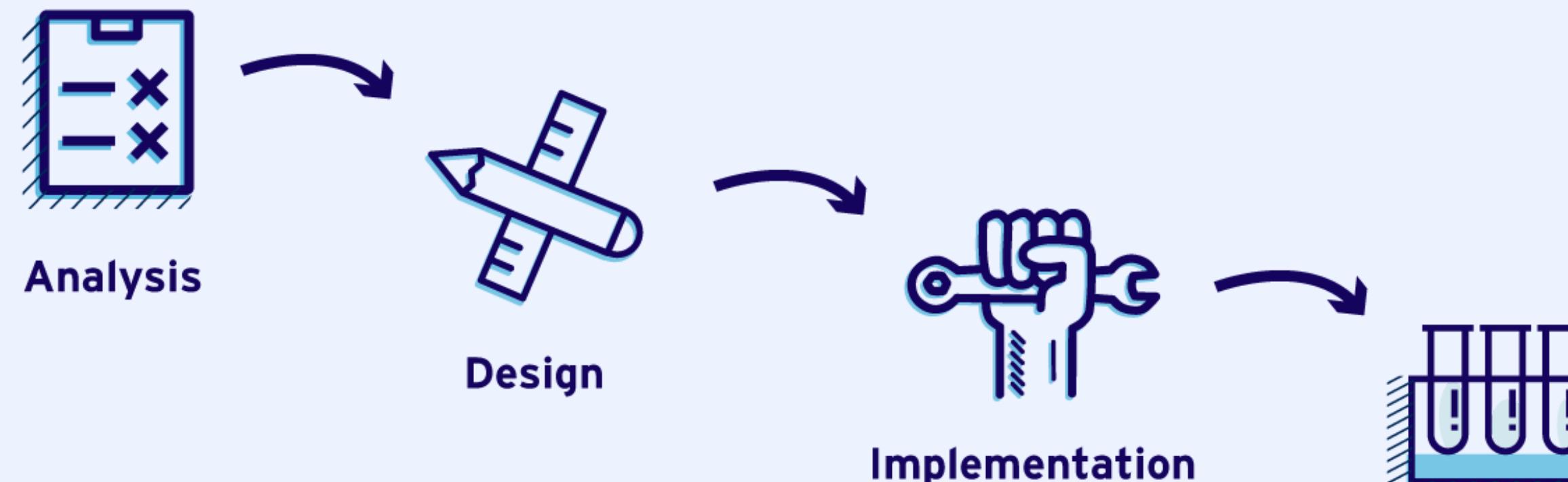


Methodology

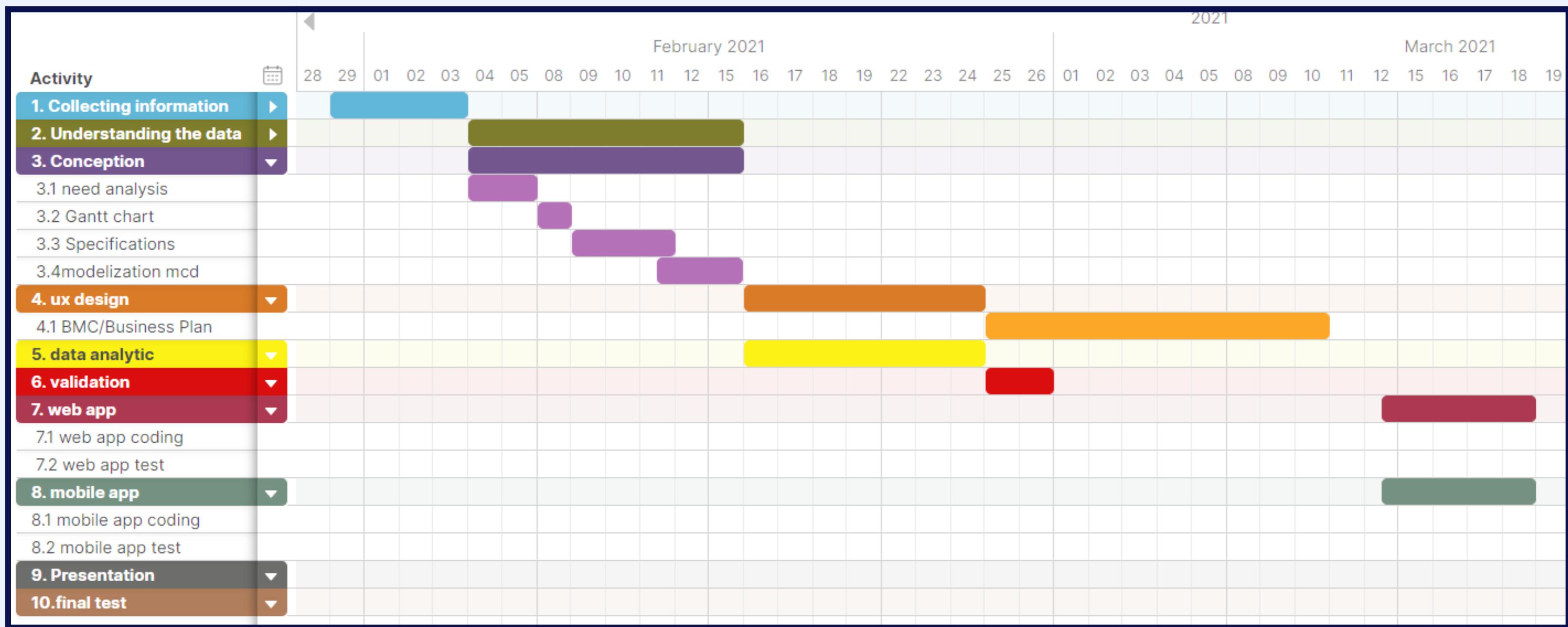


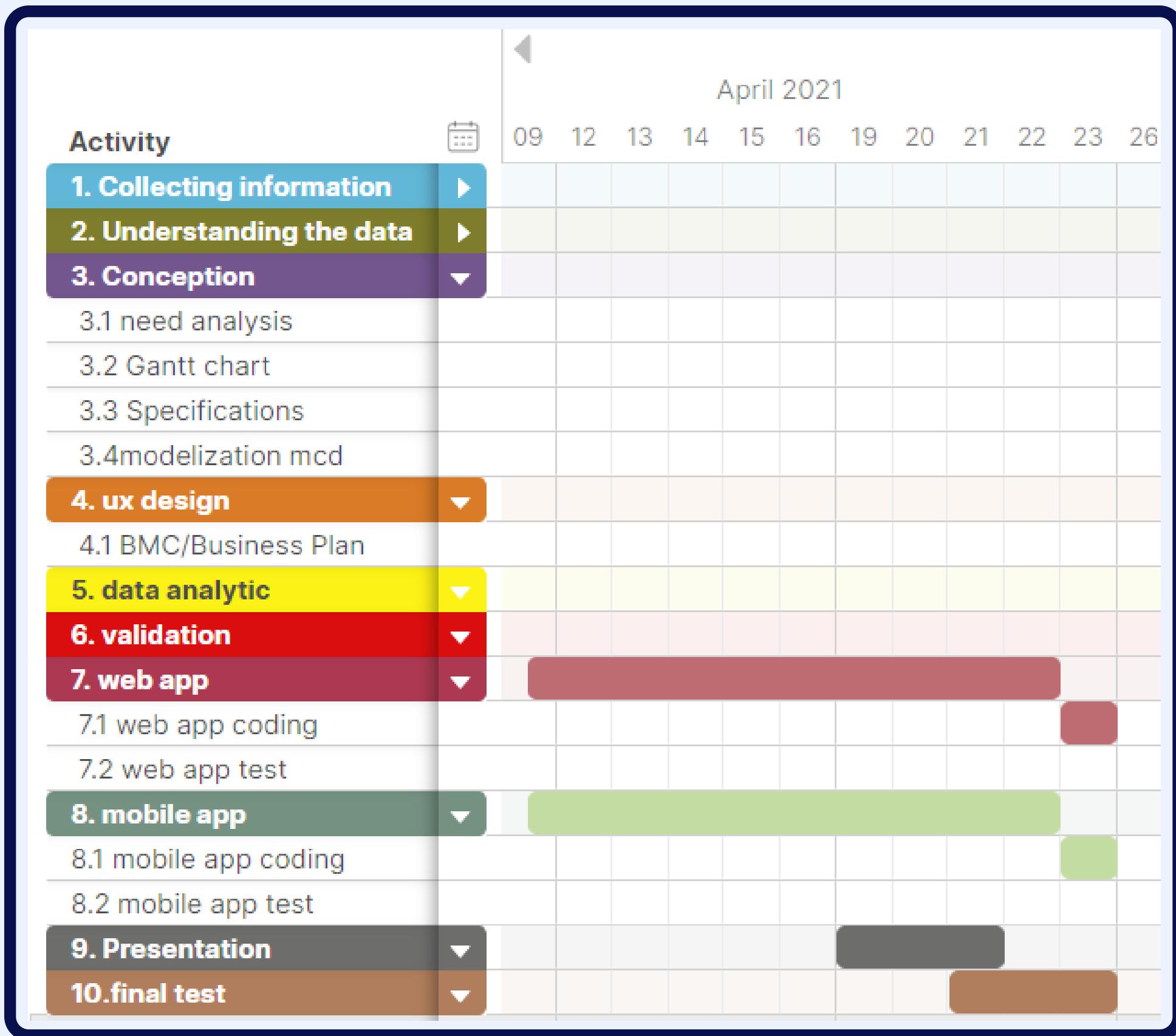
Waterfall Model

Waterfall Method : an example of the Sequential model for managing software development.



Planification





Specification



Users



Student

A Student will be able to be kept in touch and be close to his schedule, his Scholar Status and his Professors

Academy

The Academy will have a close and detailed Status on its Students individually and as a whole Unit, and be able to motivate them through sending Notif

Requirements



functional

our system must help to detect students with high rates of Dropping School according to their



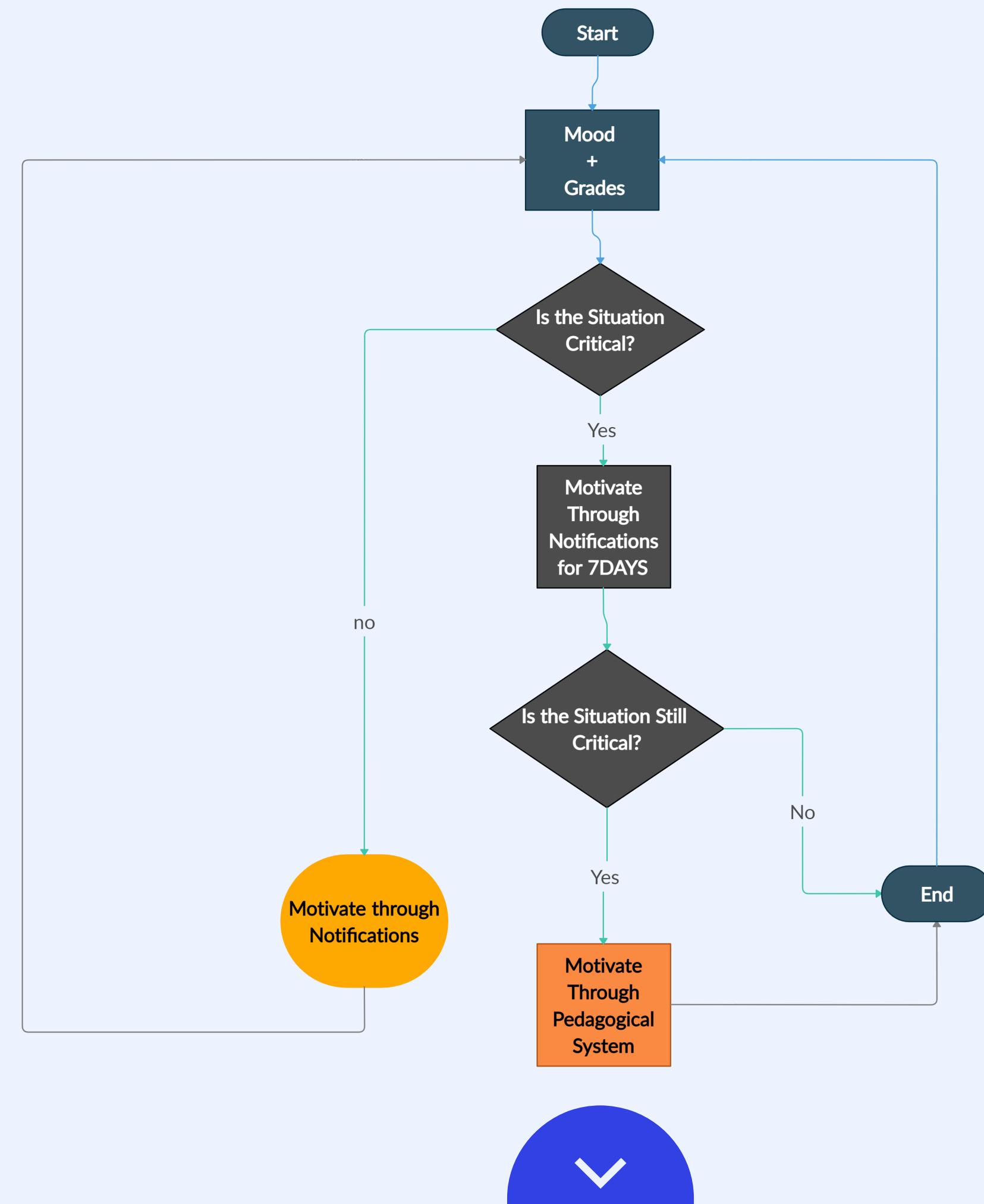
Mood



Test Scores

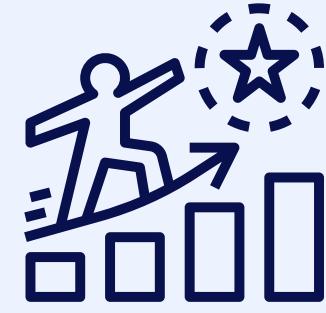
We Used two important features that help us
detect if a student is Unmotivated and those features
are **Mood**, and **Grades**



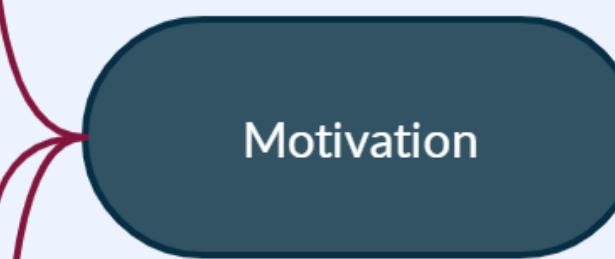


Motivation





Awards



Promotion Average

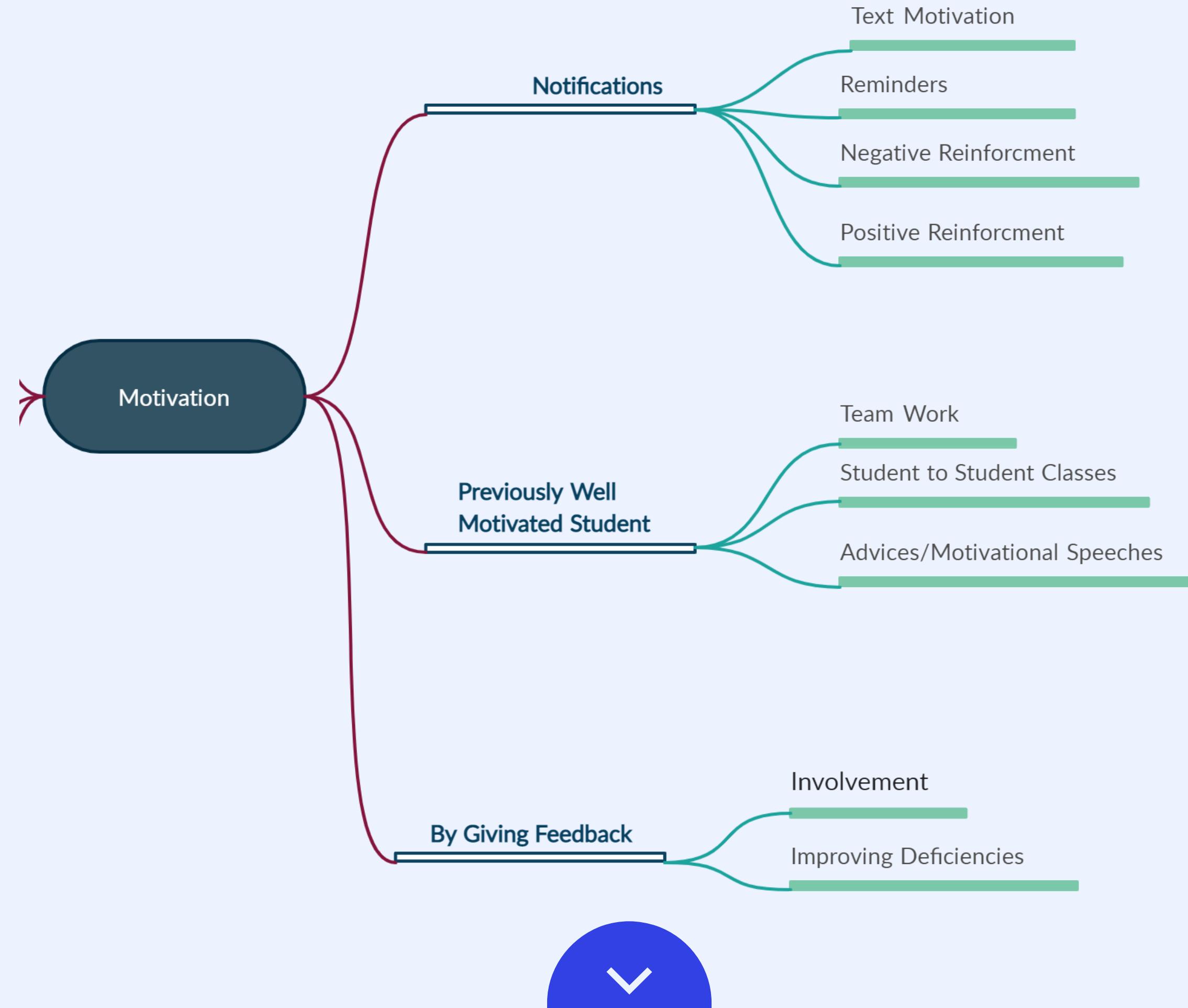
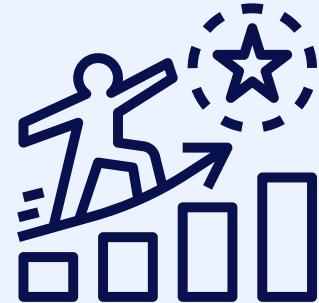
Social media

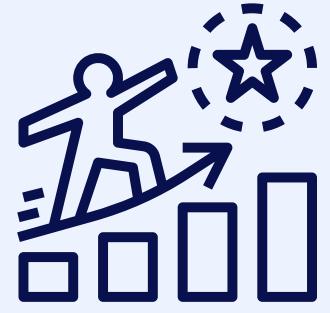
By Giving Feedback

Previously Well
Motivated Student

Notifications



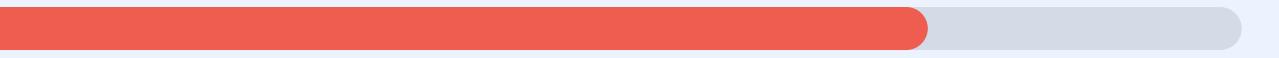


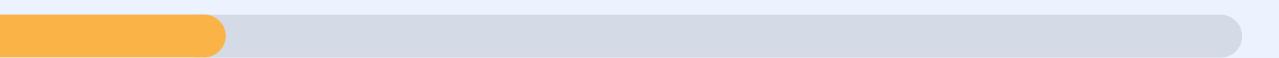


UX research



USER INTERVIEW

01 46 Out of 52 Of Our Students Use Smartphones  88.46 %

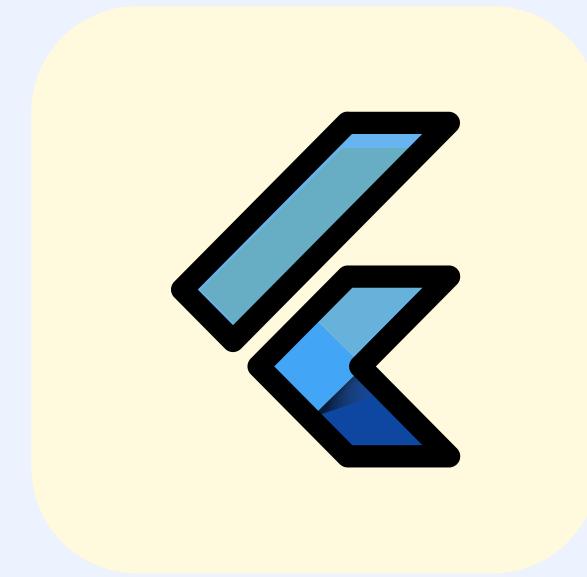
02 7 Out of 46 Phone Users Use IOS  15.22 %

03 39 Out of 46 Phone Users Use ANDROID  84.78 %

01 40 Out of 52 Phone Users Prefer DARK MODE  76.92 %

02 12 Out of 52 Phone Users Prefer LIGHT MODE  23.08 %

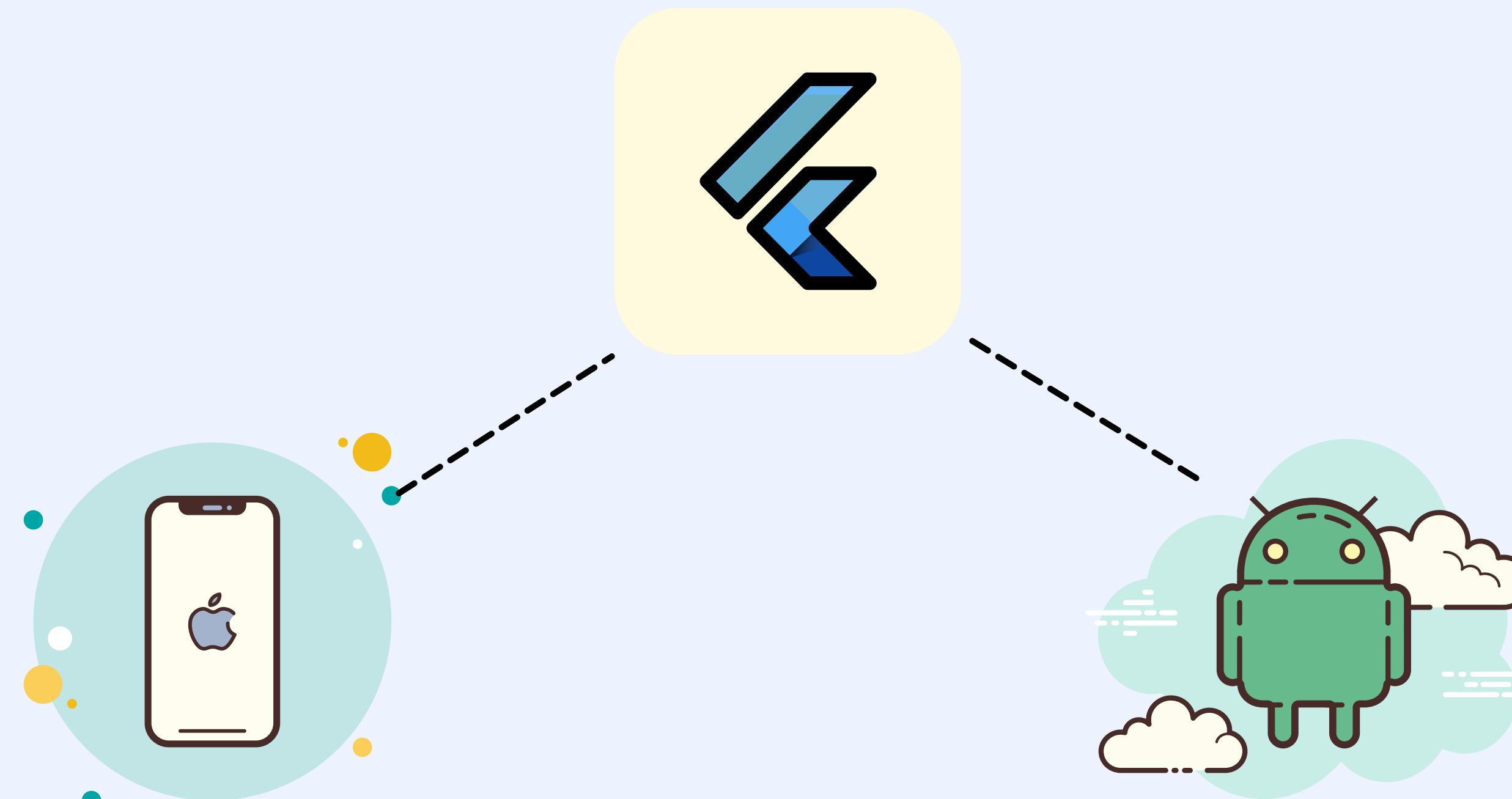




Flutter is an open-source UI software development kit created by Google. It is used to develop applications for Android, iOS

WHY FLUTTER



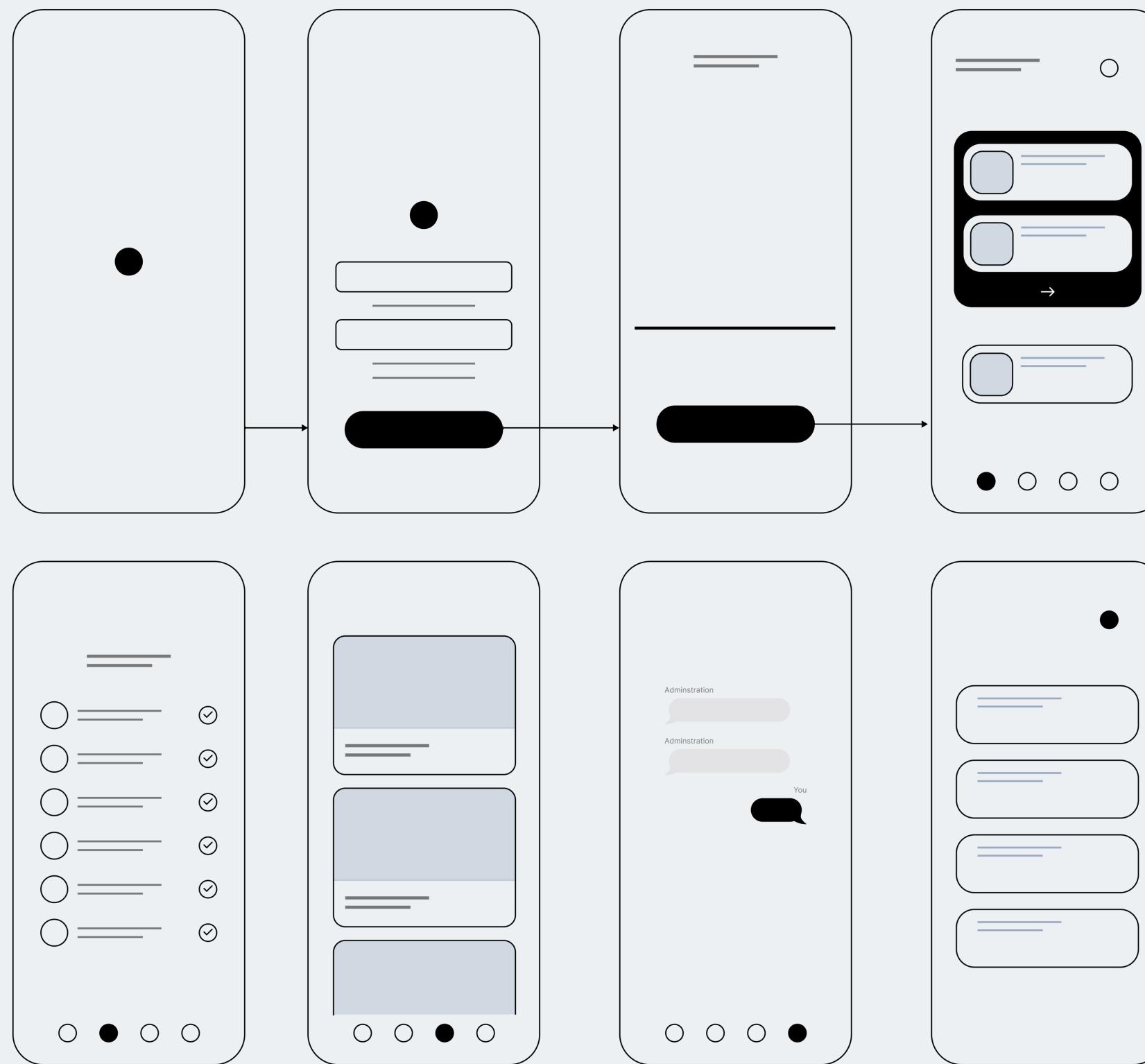


✓

Performed by google and apple, dark mode became one of the most requested features and a super essential part of UI

WHY DARK MODE





Mobile wireframing
HAFEZNI

E DATA



Data Analytics

- . Tools

- . Data Warehouse implementation

- . Extract, Transform, Load
- . Multidimensional modeling
- . Cubes implementation
- . OLAP queries
- . Knowledge extraction and decision making
- . Predictions

- . Problems encountered

- . Data quality
- . Unbalanced Data



Data Warehouse Implementation



- . Extract

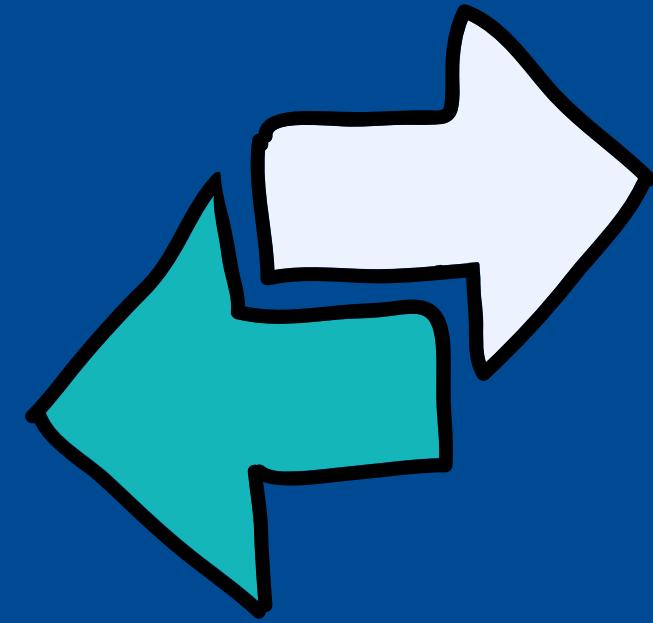
- . Extractions of data from given sources

- . CSV files

- . Data about the first-year student
 - . Data about the master degree Student

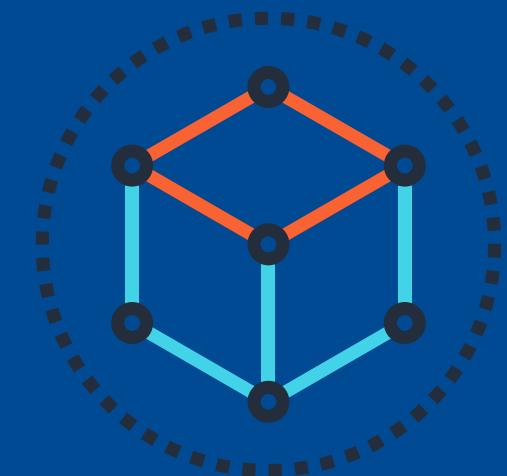
- . Mobile Application

- . Extractions done by Talend data integration tool



- . Transform
 - . handle missing values
 - . handle incorrect and inaccurate data
 - . create new meaningful columns

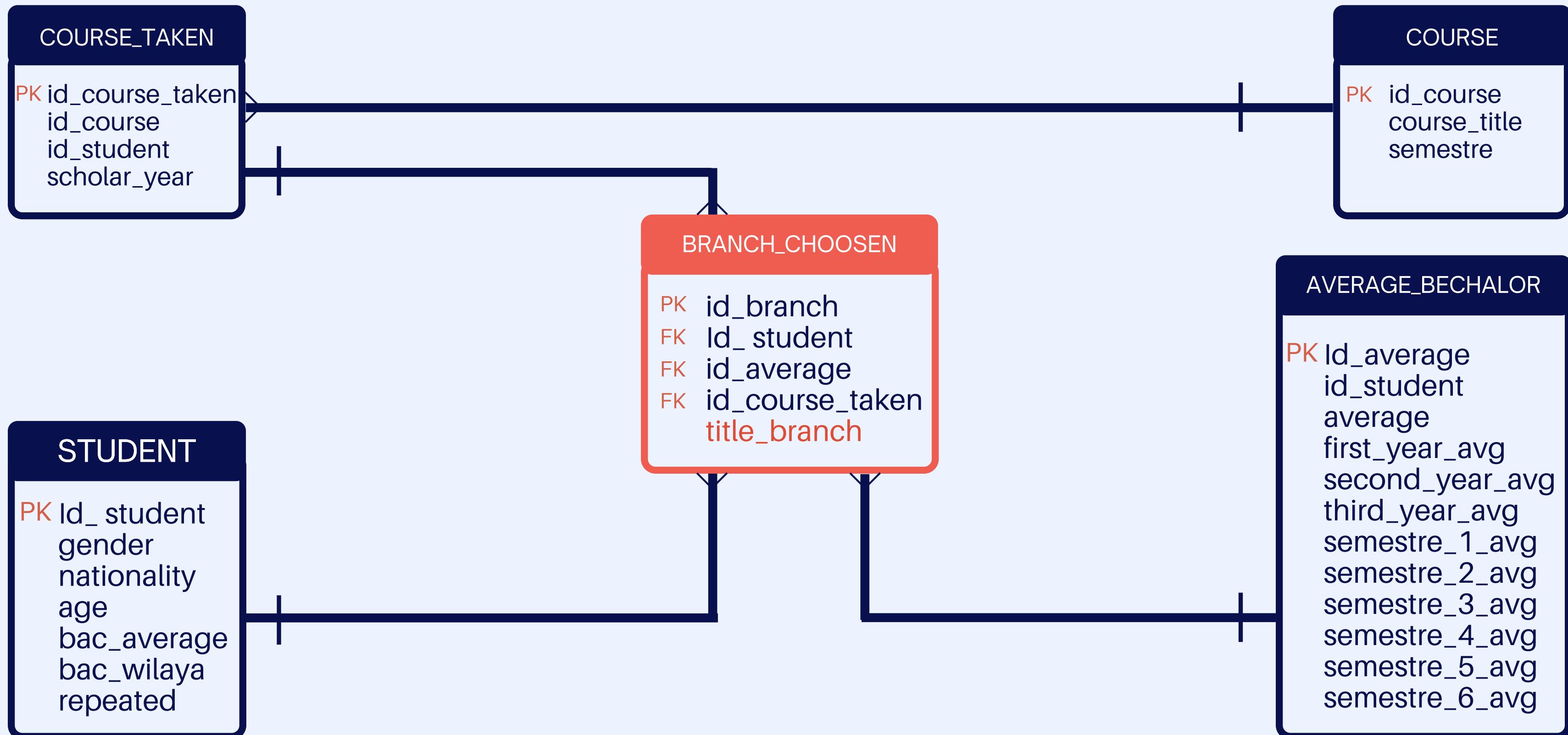




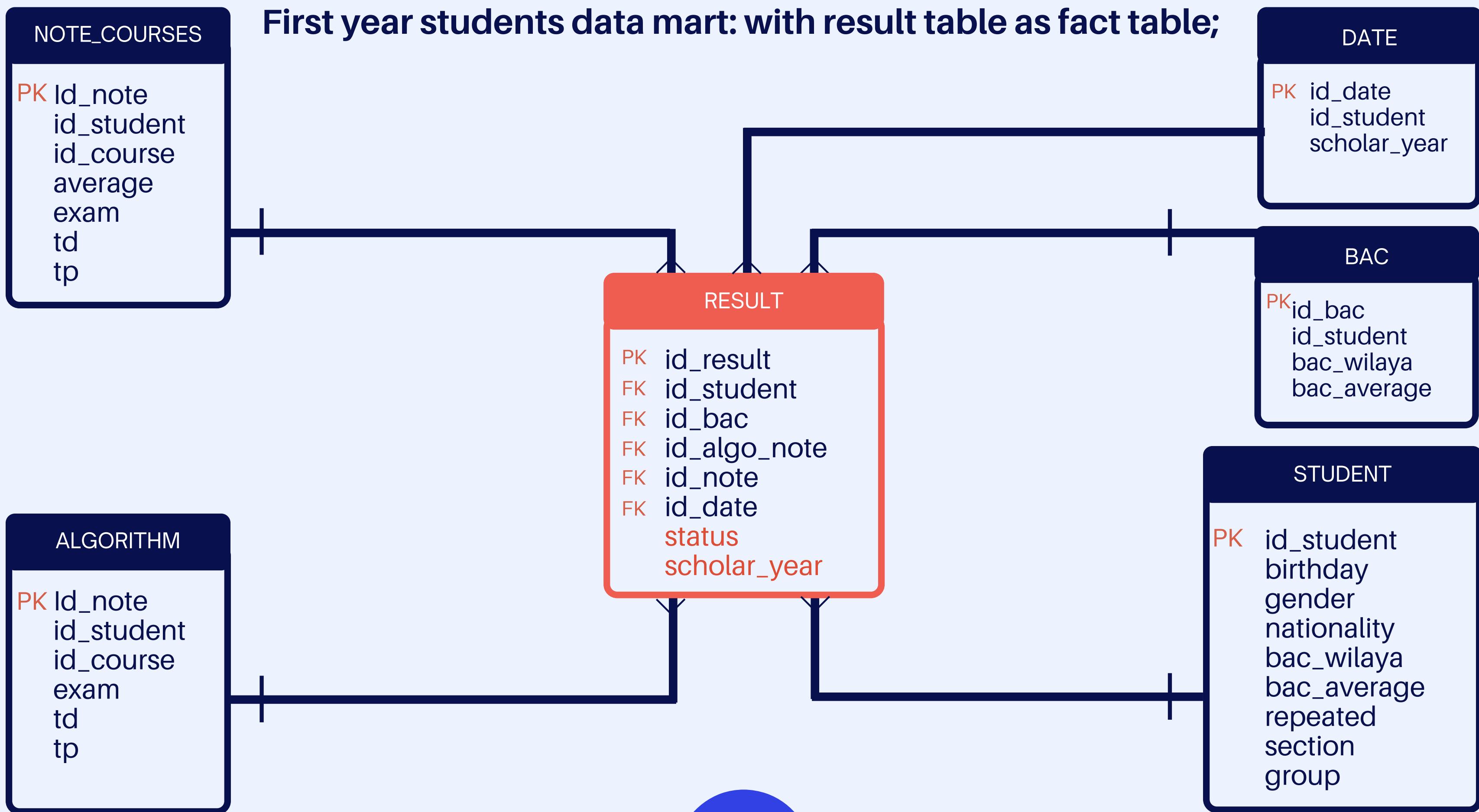
- . Multidimensional modeling
- . After consideration and study for business objectives
- . we defined two data marts:



Master degree: with branch_chosen table as fact table



First year students data mart: with result table as fact table;



Cubes implementation

Use SQL to select the variables to analyse depending on business needs

```
-- result cube query

SELECT
    b.bac_average,
    d.scholar_year,
    s.repeated,
    r.status

FROM result r

JOIN bac b ON r.id_bac = b.id_bac
JOIN date d ON r.id_date = d.id_date
JOIN student s ON r.id_student = s.id_student

GROUP BY d.scholar_year;

-- LIMIT 20
;
```

```
-- branch cube

SELECT
    a.average,
    c.id_course,
    s.bac_average,
    b.title_branch

FROM branch b

JOIN courses_taken c ON b.id_course_taken = c.id_course_taken
JOIN average a ON b.id_moyenne = a.id_moyenne
JOIN student s ON b.id_student = s.id_student

GROUP BY c.id_course
```

OLAP queries

Dicing

```
-- result dice query

SELECT
    b.bac_average,
    d.scholar_year,
    s.repeated,
    r.status

FROM result r

JOIN bac b ON r.id_bac = b.id_bac
JOIN date d ON r.id_date = d.id_date
JOIN student s ON r.id_student = s.id_student

WHERE d.scholar_year IN ('2010', '2011')
AND (b.bac_average < 11 AND b.bac_average >= 10)
AND s.repeated = 'false'

GROUP BY d.scholar_year

-- LIMIT 20
;
```

```
SELECT
    a.average,
    c.id_course,
    s.bac_average,
    b.title_branch

FROM branch b

JOIN courses_taken c ON b.id_course_taken = c.id_course_taken
JOIN average a ON b.id_moyenne = a.id_moyenne
JOIN student s ON b.id_student = s.id_student

WHERE c.id_course IN ('Agl', 'XMLW')
AND (s.bac_average < 11 AND s.bac_average >= 10)
AND (a.average < 11 AND a.average >= 10)

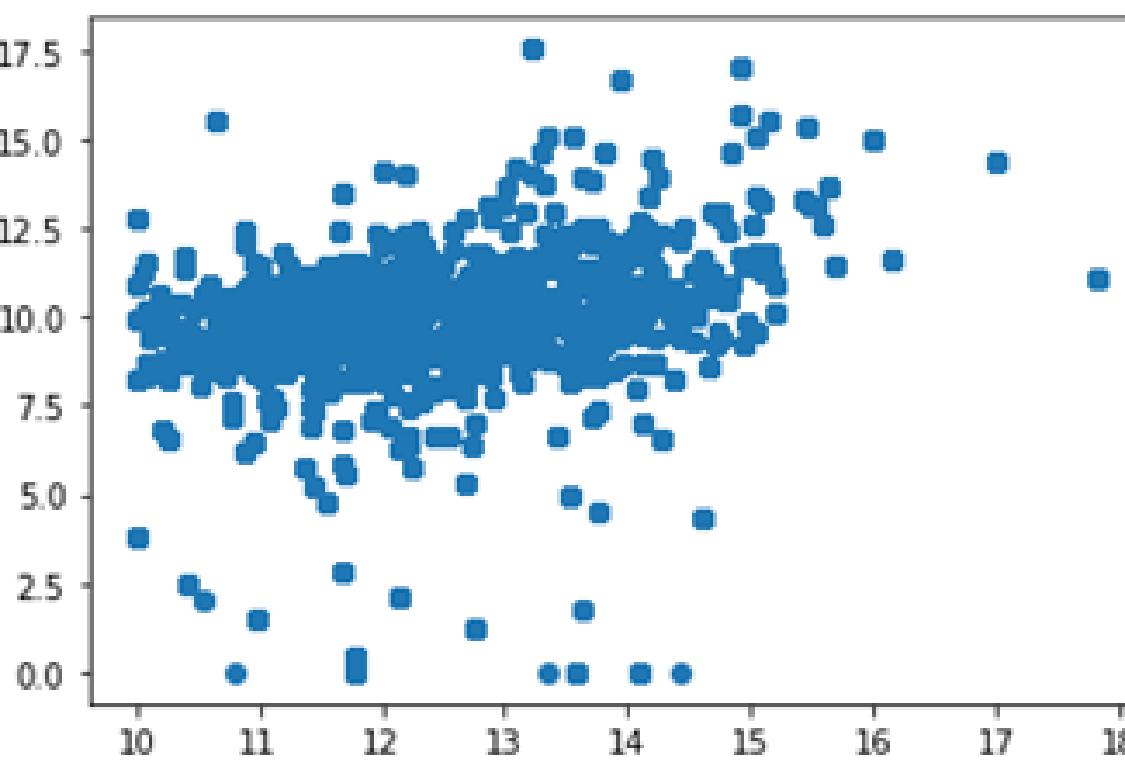
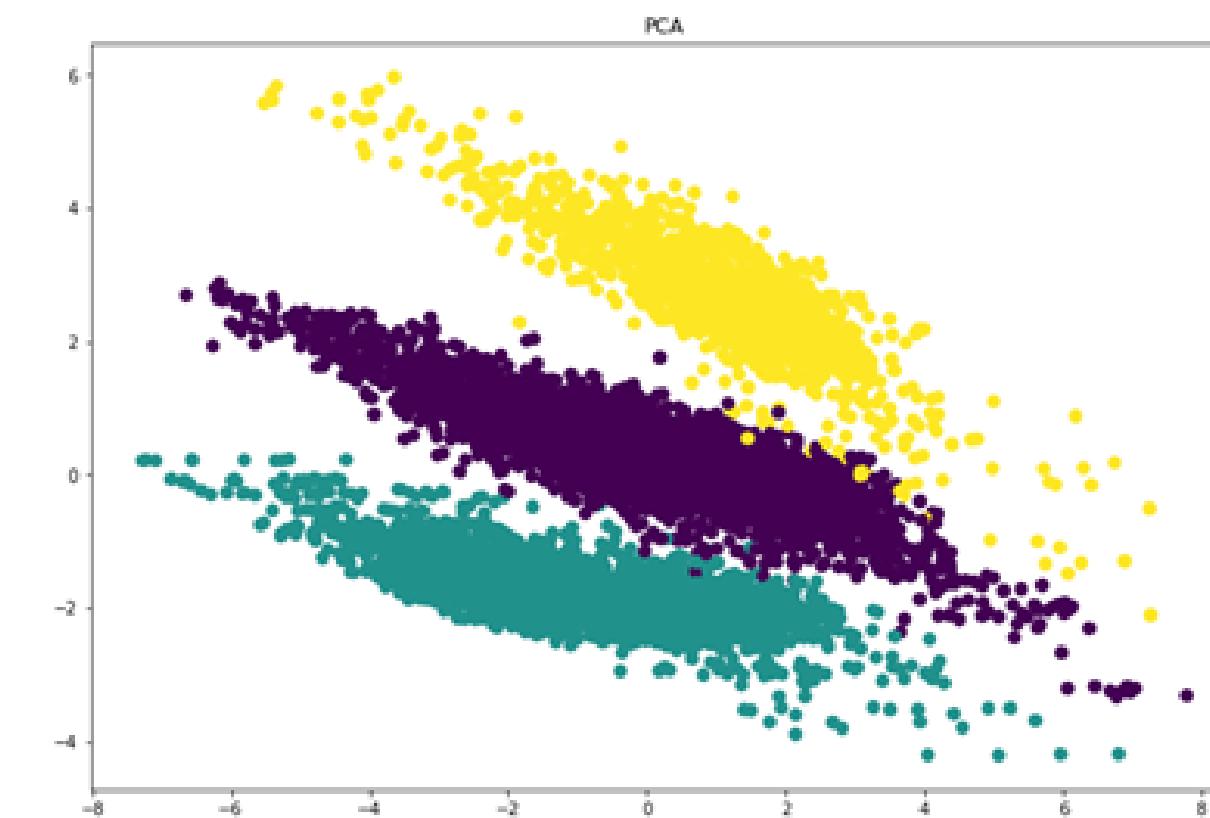
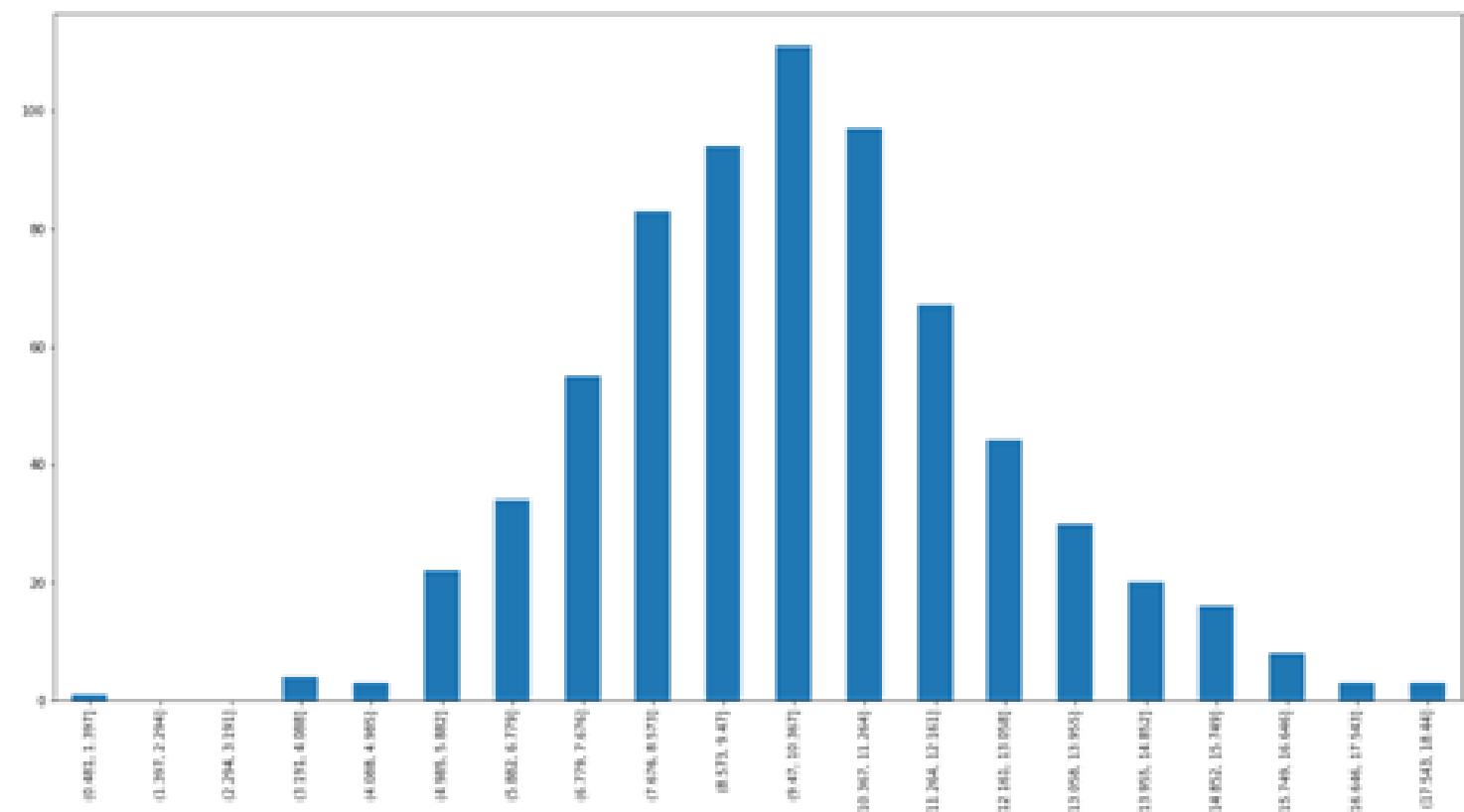
GROUP BY c.id_course
```

- . OLAP queries
- . Dicing
- . Slicing
- . Roll-up
- . Drill-down



Knowledge extraction and Prediction

- . Knowledge extraction and Prediction
 - . Determine whether a student will be admitted or will be adjourned based on his grades during his studies
 - . Find correlation between different variables and columns that will help in decision making process.
 - . This is done using different data analysis and visualization techniques as well as various prediction models.



Problems encountered

- Data quality
- Unbalanced Data
- Undocumented Data

Models

SVM

logistic Regression

KNN

DEEP Neural Networks

Accuracy

95%

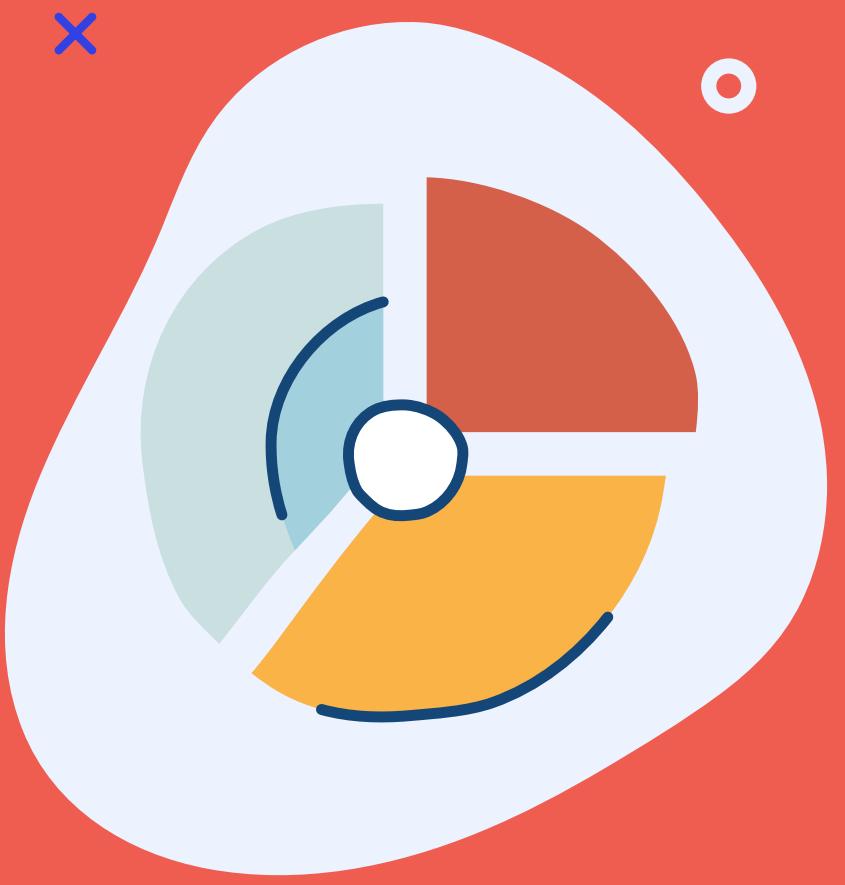
94%

82%

91%

Business Plan & Business Model

Set up for success with strategic planning frameworks, including SWOT Analysis, and more.



Create a Business Model



Key Partnerships

friendly Products and Companies

Key Activities

Content Update
Human Resource for Gurus UX research
Design for student
Psychological Expert Assistance

Key Resources

Development
Designing
Psychology

Value Propositions

Direct Publicity and marketing tool to customers Reminder
Better data + Data visualisation on students. Motivate UnMotivated
Students OnDemand

Customer Relationships

Prizes and Recognition
Hafezni + Gurus Community event.

Customer Segments

-Direct Customers "Students".
-Business "University"

Cost Structure

Development

Marketing

Prizes "Marchandise "

Revenue Streams

Yearly Subscription "100 da " PartnerShips and Sponsors
Message Merchandise for motivation "T shirt +Laptop .."

Summary

The "Gurus" is team of students from the University of Ibn khaldon working on the project of hafezni seeking to motivate students to study all round the world starting from Algeria by knowing there needs and abilities.



The company and the work team

- 1 - the marketing name "GURUS"
- 2 - The future vision of the project - A platform contained in the university structure
- 3 - the mission of the company
 - Motivating students
 - Increasing productivity and quality of projects
 - Program directed at the university community
- 4- values and principles : - the fiability - Respect - honesty



5 - targets of the project :

- Short-term goals: - Make the administration work easier - Motivate the student - Update the student with new developments
- Long-term goals: - Create a university community.

6- the customers:

- Covering the University of Tiaret (first year)
- Covering the Algerian University (after three years)
- Expanding to a larger segment (after seven years)



7-Projected budget : - Not Found - Work for free

8- Company structure :- The platform is affiliated with the university structure

- Technical - pedagogy - A committee appointed by the Ministry of Higher Education and Scientific Research.



Service or product

Competitive advantages :

- Not having any competitor.
- Symbolic price.
- Efficient work team



Customers

- Motivate the student.
- Knowing the student's needs and how to meet them.



Market

1. There is no competitor when entering the market, But the first competitors are colleagues.
2. The market does not absorb any competitors because it requires the approval of the higher authorities.
3. Barriers to entry to the :
 - 3.1. Failure to adapt to the idea.
 - 3.2. Rejection of the higher authorities of the idea.



4. Registration fees as 100DA.
5. Providing the service on Android and IOS, downloadable from Appstore, PlayStore and The official website.
6. Promote the product through the university and social media.
7. The expected sales :

 - Worst expectation : 200000000.00 DA
 - Best expectation : 250000000.00 DA



SWOT Analysis

A SWOT analysis defines our company's path toward our goals by identifying strengths and weaknesses (internal features) and opportunities and threats (external conditions).



Strengths



Weaknesses

Not fit for purpose.



Opportunities



Threats

- empty market
- Being bought By "University" Using Direct Student.
- Social Media To promote HAFEZNI

- Could Develop interest in the opportunity.
- Cloning
- Governmental detention procedures.



Financial plan

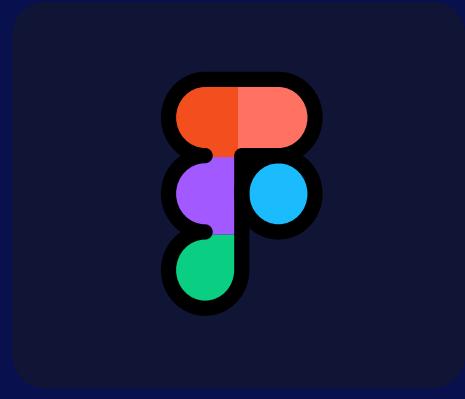
The income will be provided from the students 100 DA for each student a year.
the income will be split into 2 parts [X%] for the government what would provide all the needs for the project and [100%-x%] For the team from this part 70% will be dedicate to research on the development and 30% for the founders.



Tools List

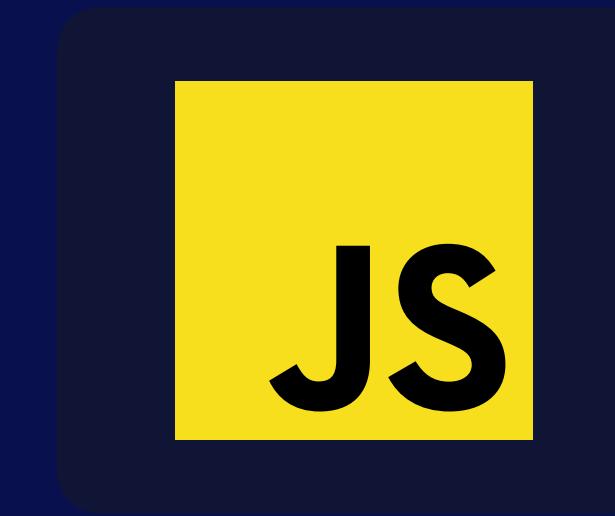
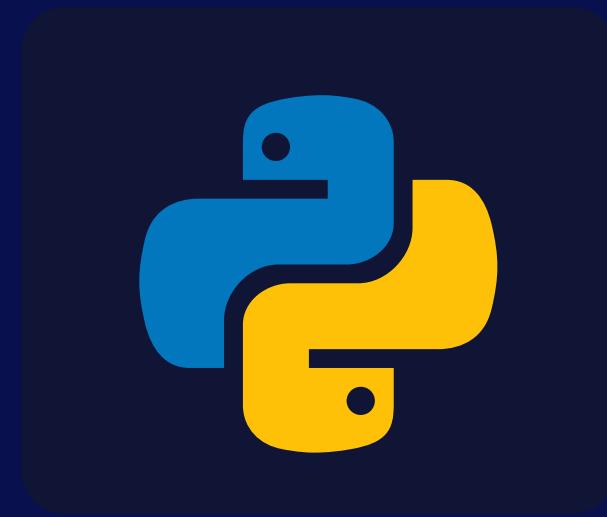
Here is A list of the tools that helped us get our work done smoothly



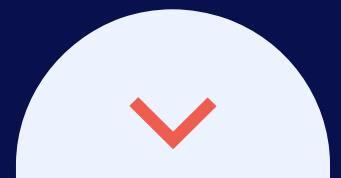


TOOLS LIST





PROGRAMMING LANGUAGE



Mobile APP Project

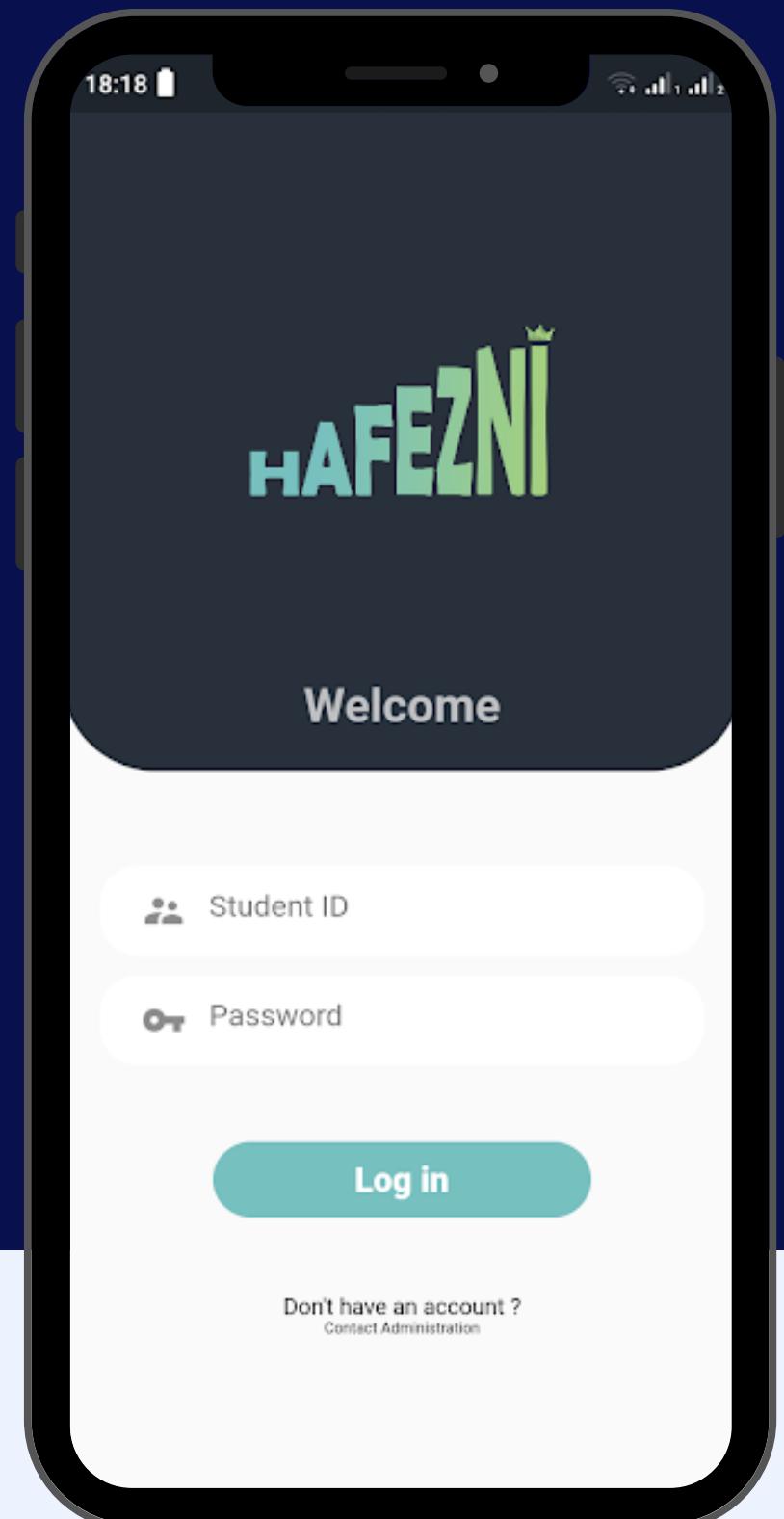




SPLASH SCREEN

A screen with HAFEZNI logo and our company's Watermark that sits for 3 seconds as the rest of the application Loads in the Background

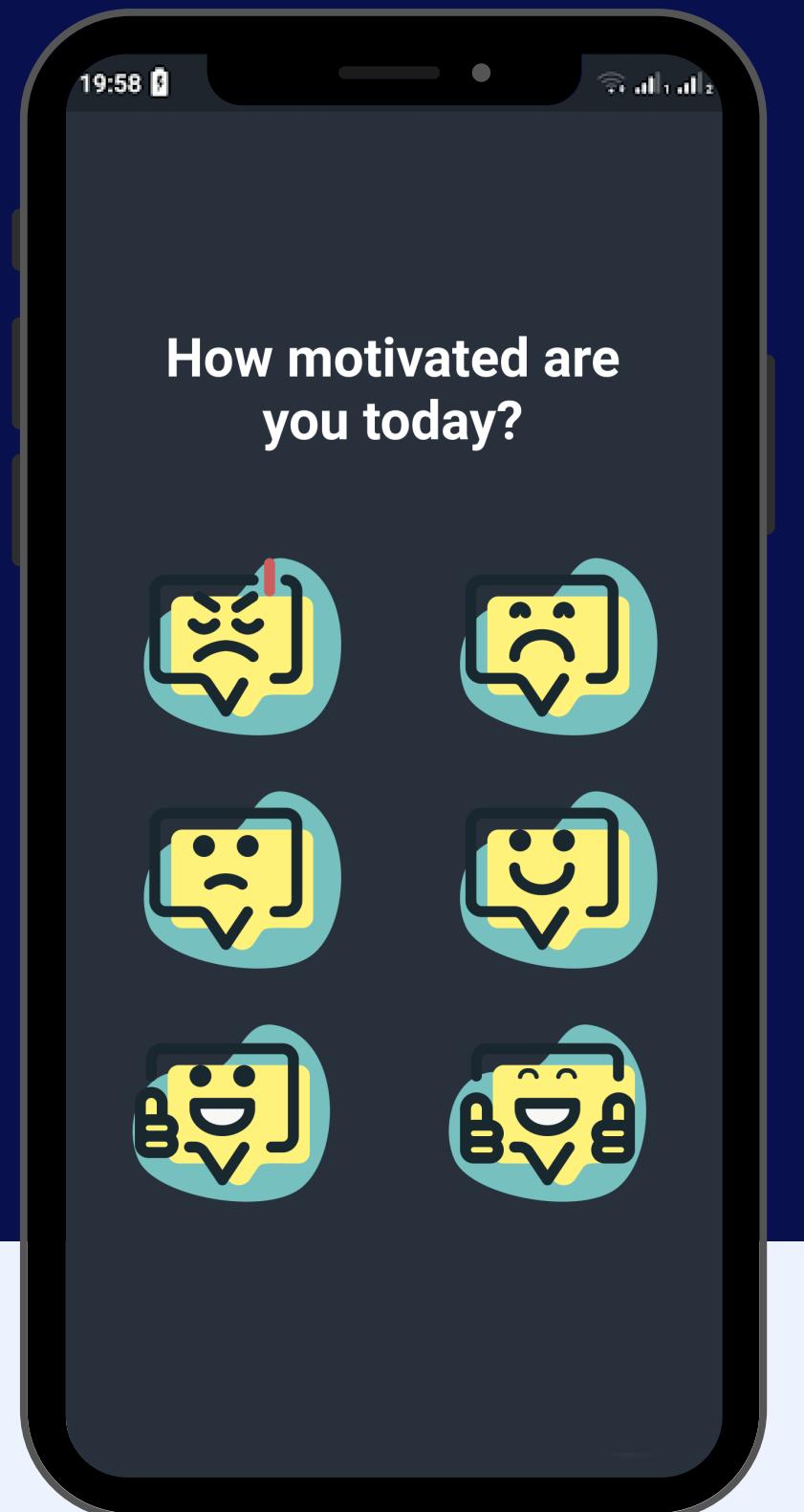
MOBILE PROJECT



LOGIN PLATFORM

At this Platform you have to insert StudentID and a Password to be able to proceed to the rest of the Application

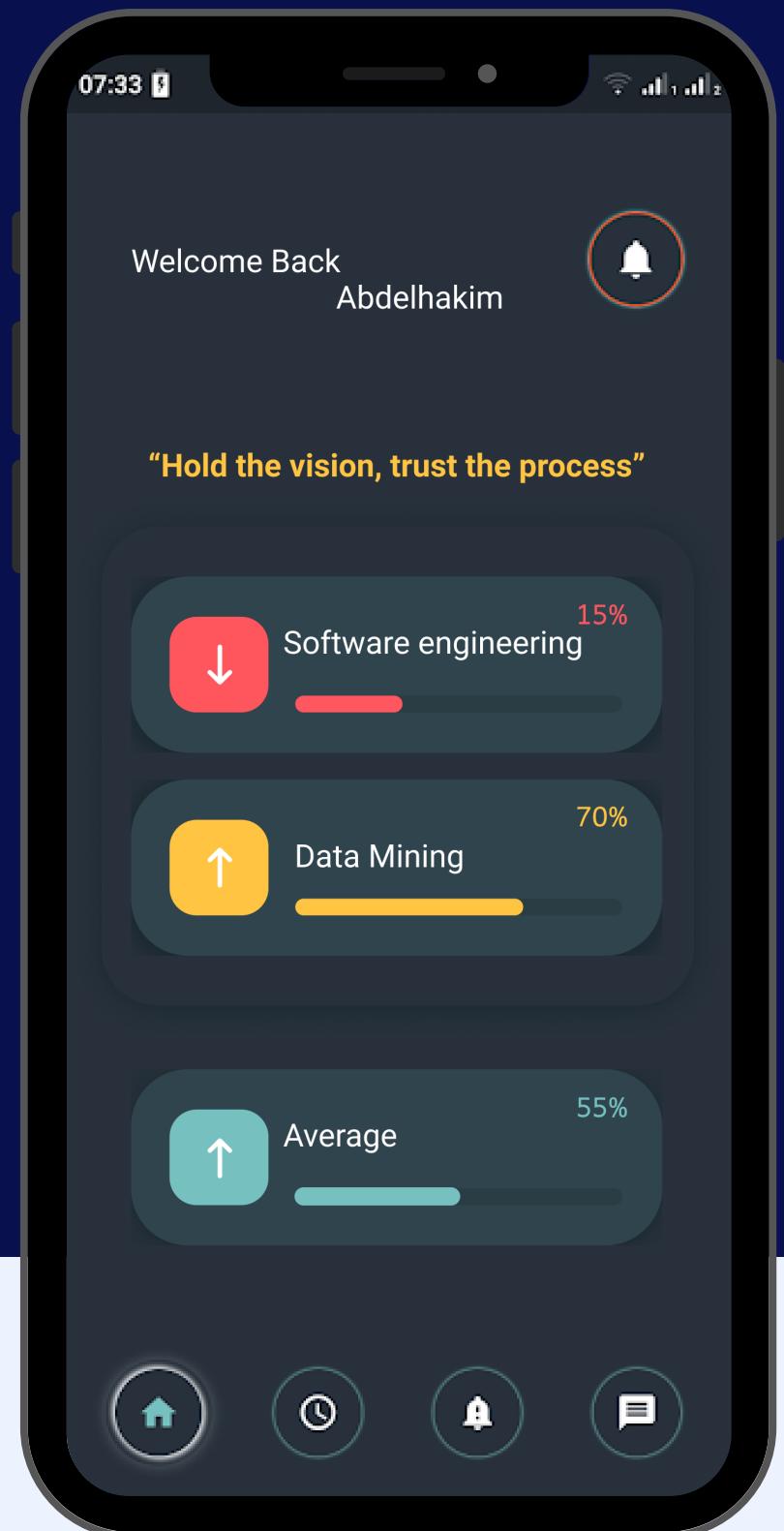
MOBILE PROJECT



SELF REPORTING

This Activity lets the Student self report his motivation level that will be sent to the Database later for more precised Predictions

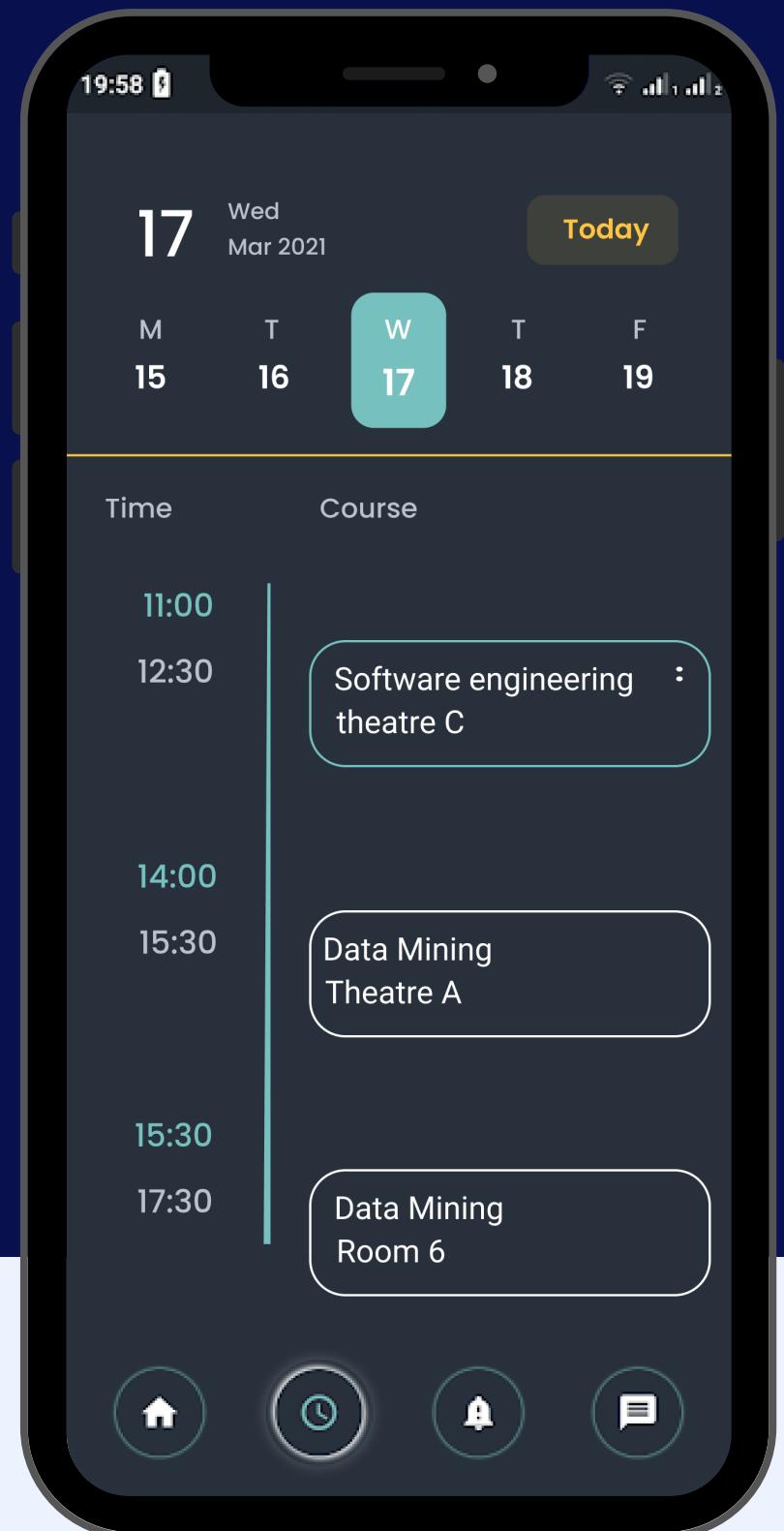
MOBILE PROJECT



MAIN SCREEN

This Activity shows you how good you are doing at your classes with the average of the whole Promotion to keep you focused and in touch with your grades and to see how good you are doing compaired to the whole Promotion

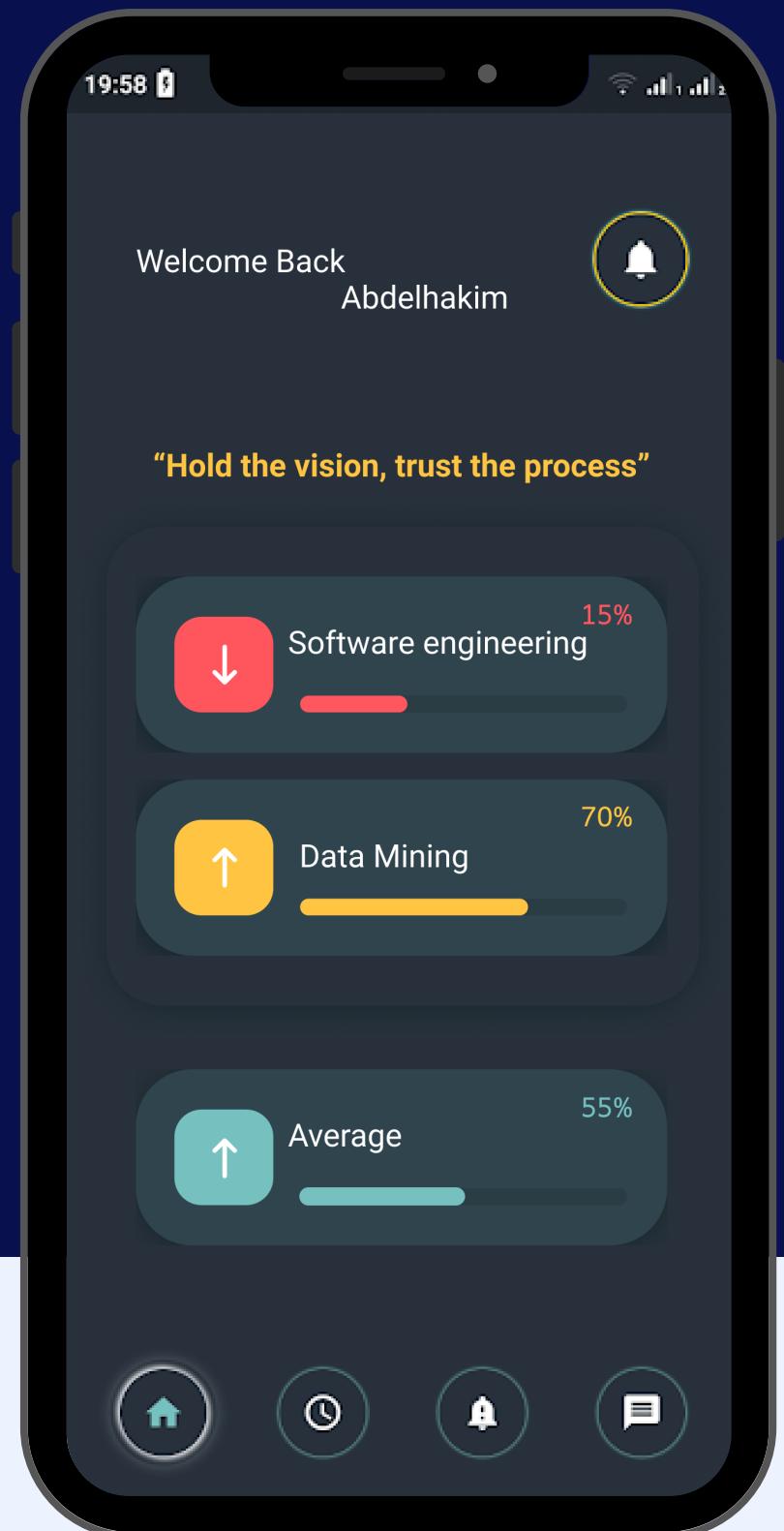
MOBILE PROJECT



SCHEDULE

This Activity helps you see what classes you have today and lets you check your classes for the whole week

MOBILE PROJECT



ANNOUNCEMENTS

You could see at the top-right of the Main Activity there is a bell with a changing color that changes if you get a new Announcement

MOBILE PROJECT



Congratulations now

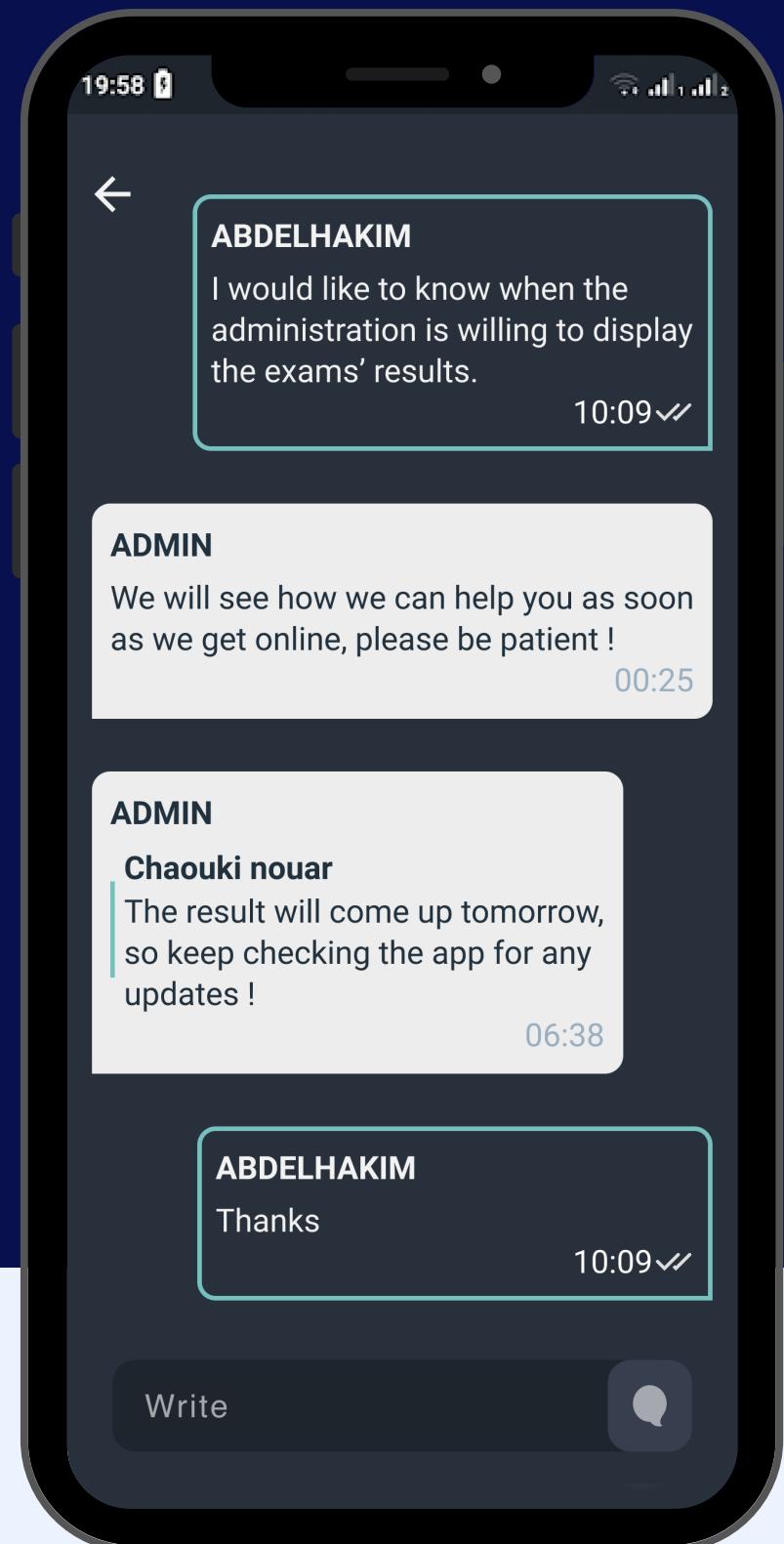
Hi Abdelhakim!

Congrats, you have won a T-shirt, plus an online cours.
proceen to this link to claim your gifts.
<https://hafezni.dz/prise/UJK94dy78kl>

ANNOUNCEMENTS

at this activity you could see your
announcements, which can be either a
Reward, Motivational Activity or an
announcement

MOBILE PROJECT



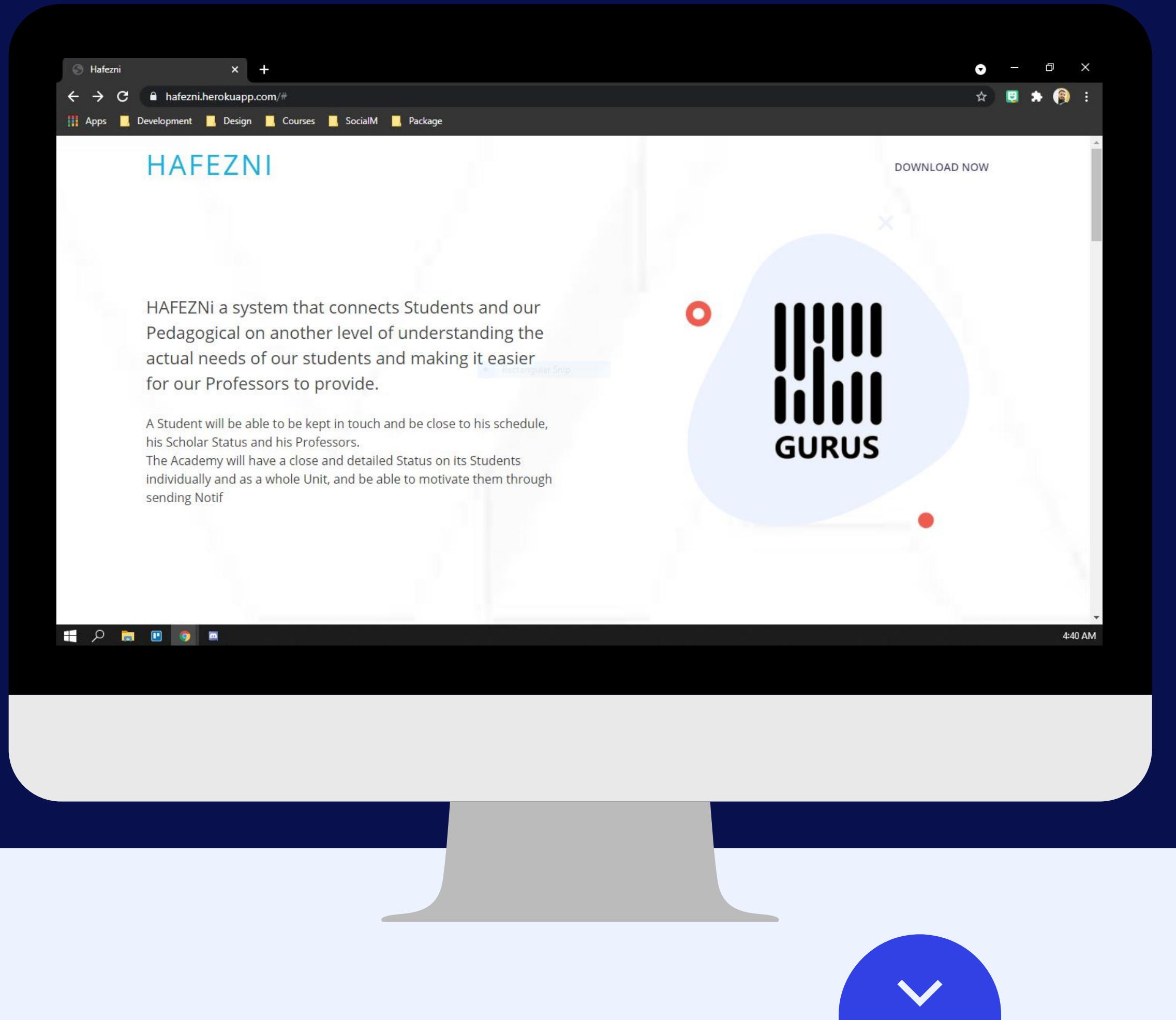
CONTACT

This Activity lets you Contact the Academy for any kind of help or questions that you have

MOBILE PROJECT

Mobile App Description WebPage





MOBILE APP DESCRIPTION WEBPAGE

this web page is a discription to our Mobile app where you can read a brief description about it, about our team and how to download it.

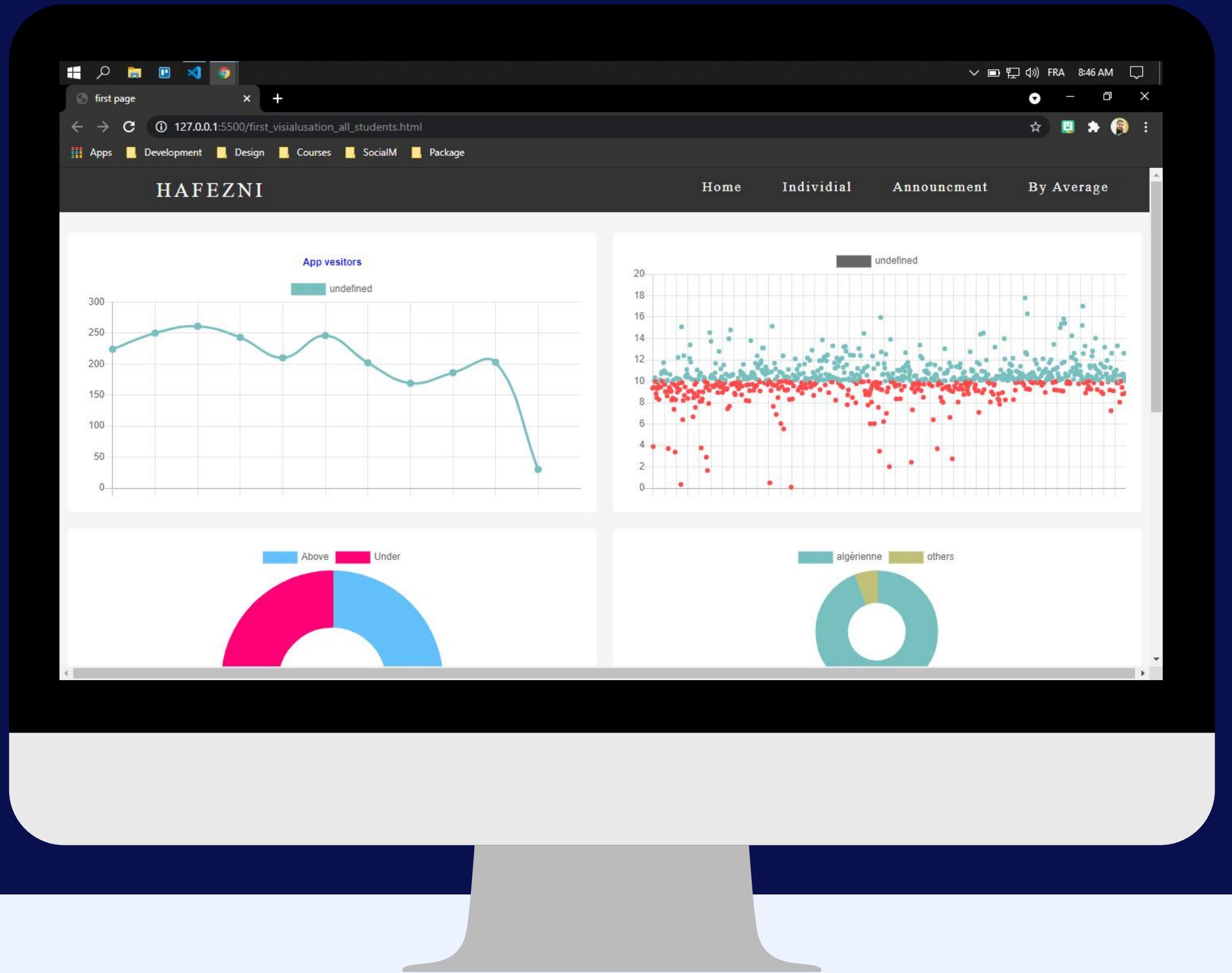
<https://hafezni.herokuapp.com/>



WEBPAGE PROJECT

Web app project

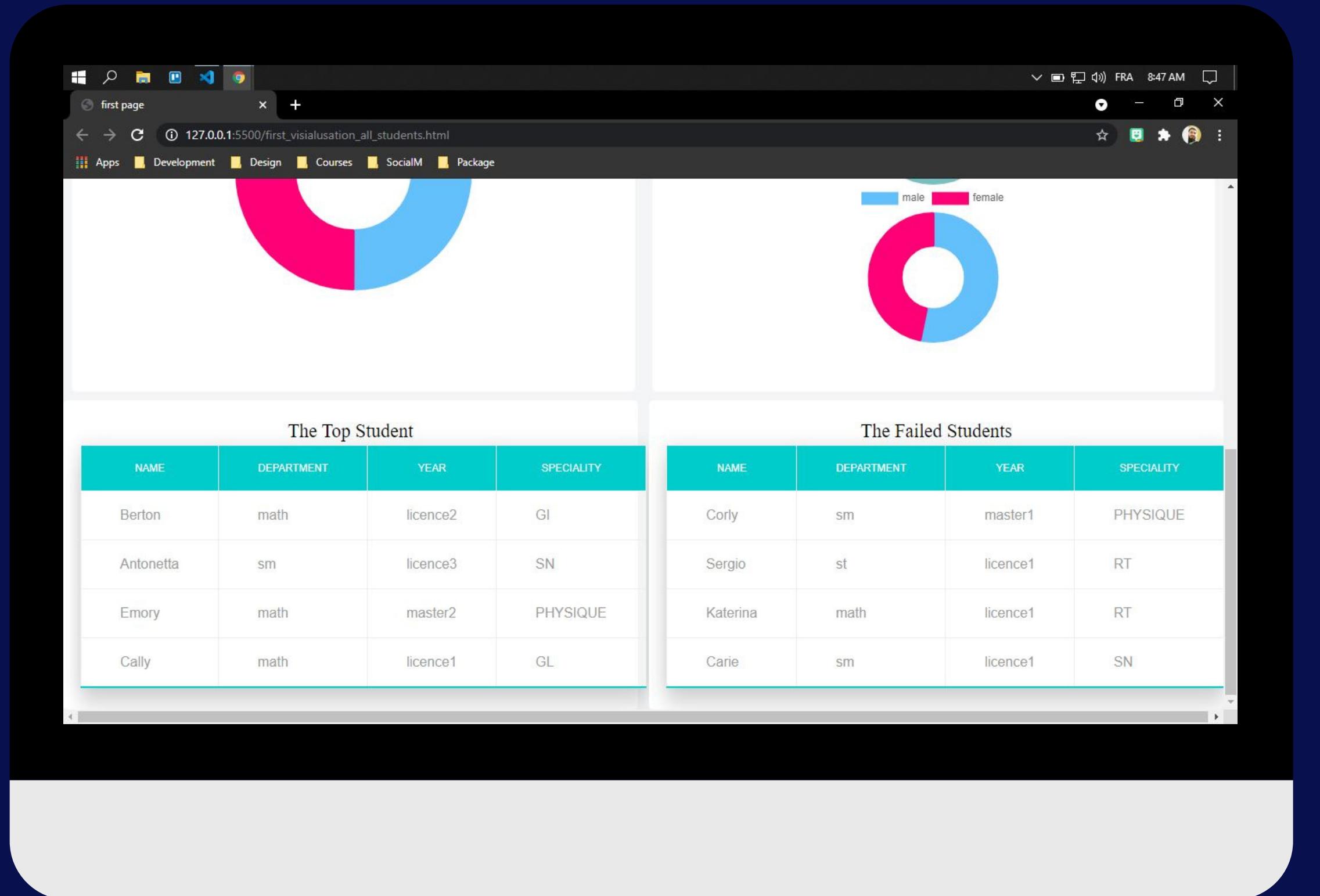




WEBSITE FOR ACADEMY

This website is dedicated to help our pedagogical system have a specific and detailed view on students data using charts, and react to it easily

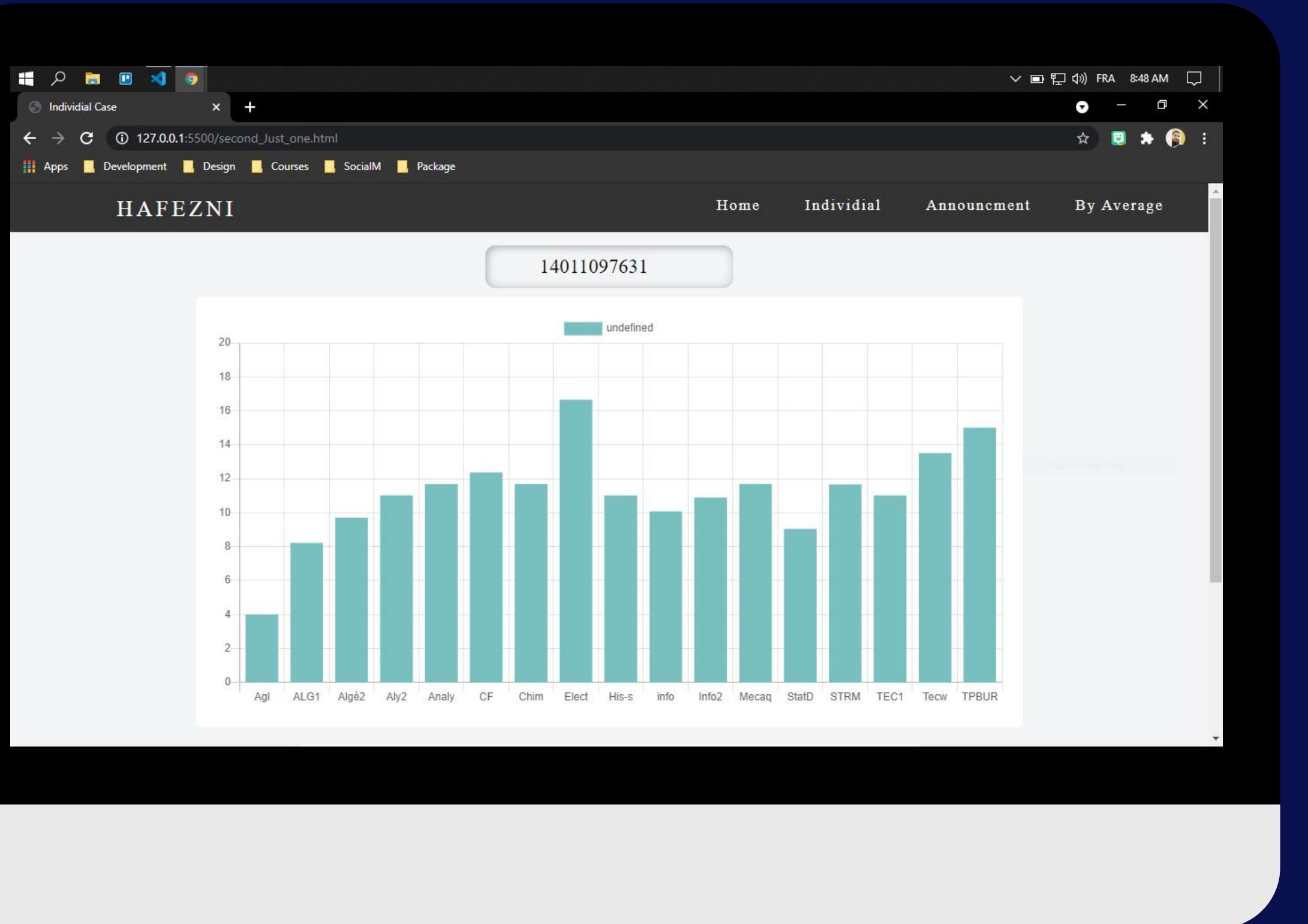
WEBPAGE PROJECT



WEBSITE FOR ACADEMY

This web page gives a good detailed data about failing students and succeeding students

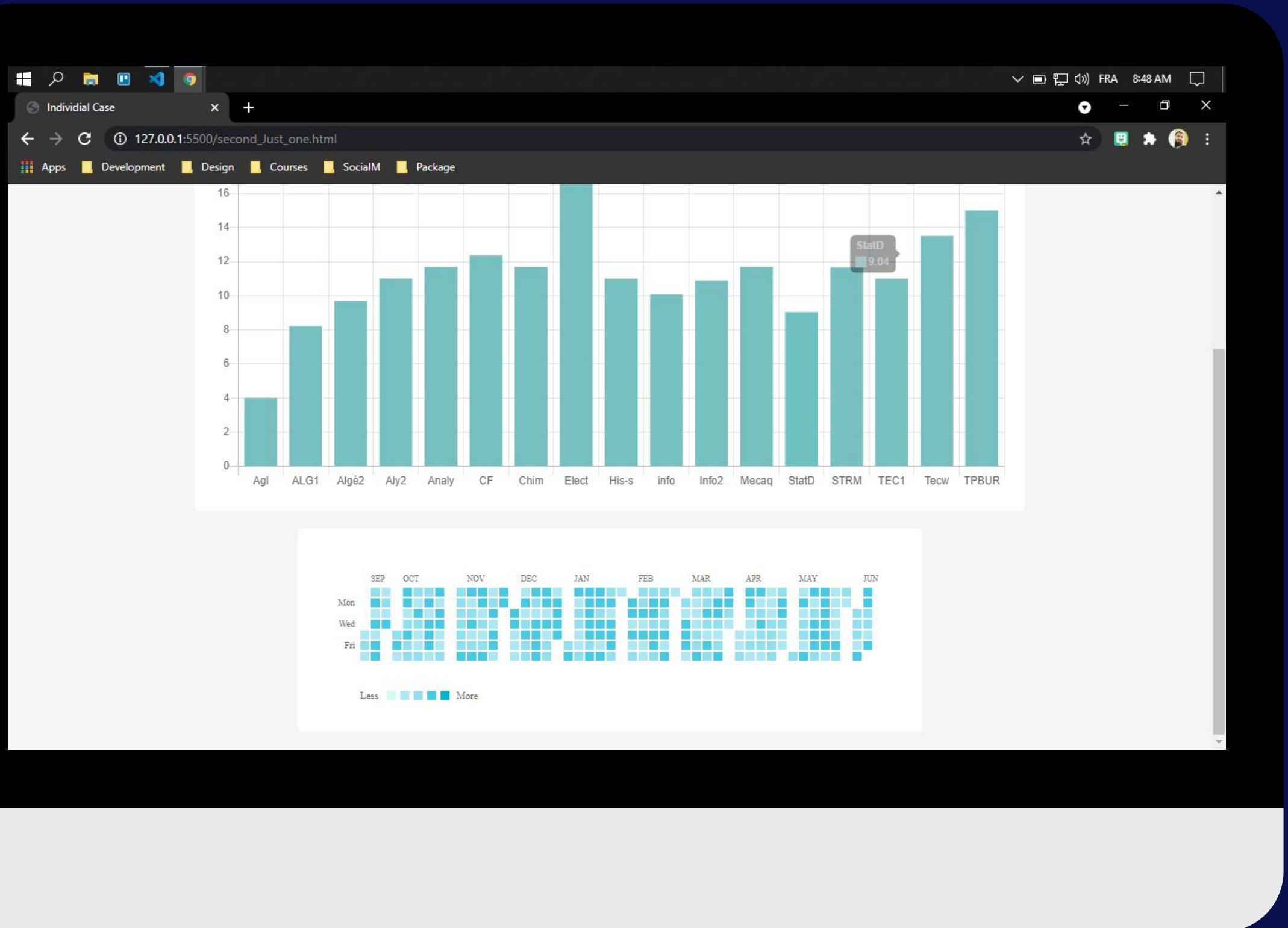
WEBPAGE PROJECT



WEBSITE FOR ACADEMY

this web page shows bar charts about classes for each student, that can be found by their ID

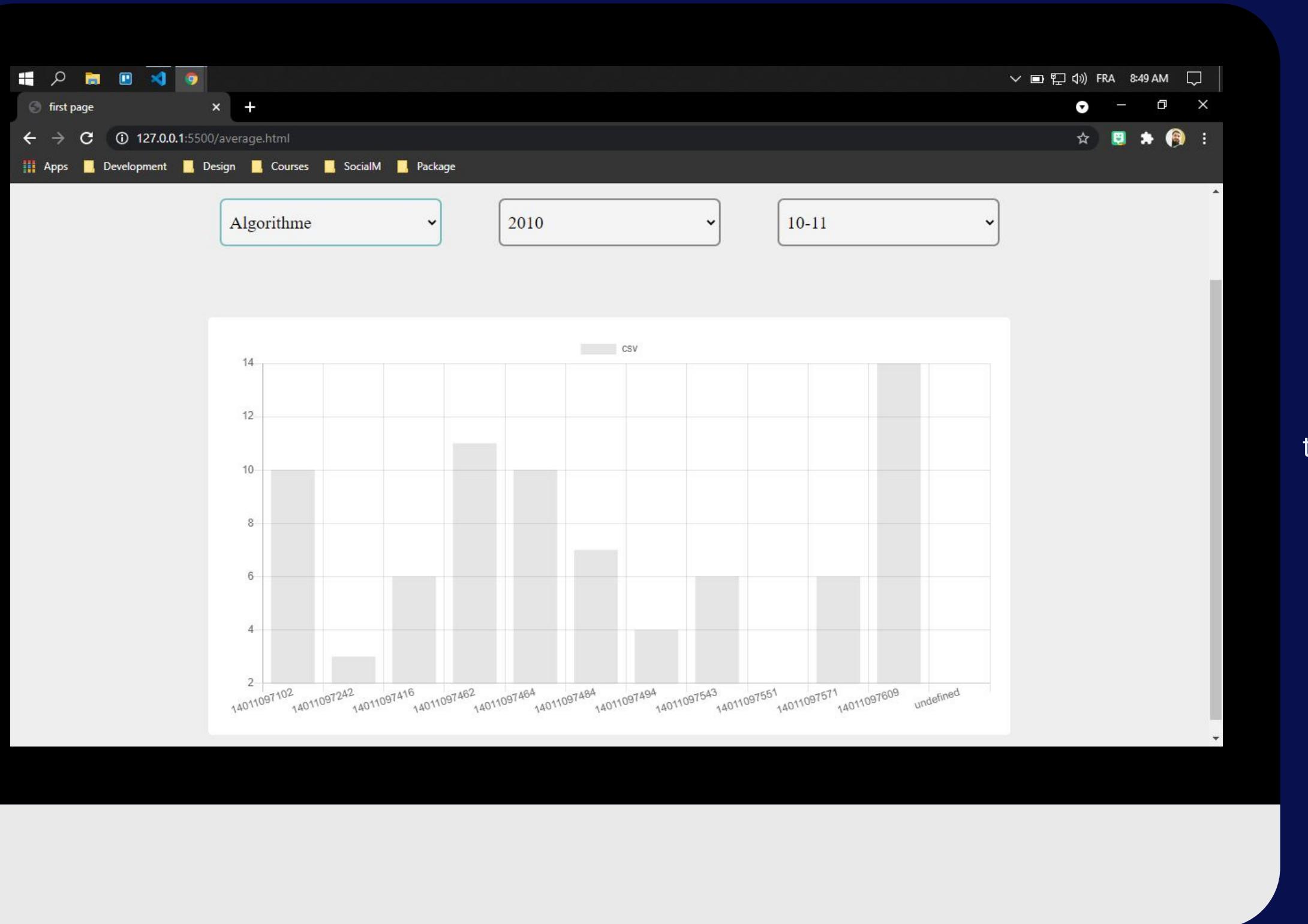
WEBPAGE PROJECT



WEBSITE FOR ACADEMY

this web page shows heat map chart about classes for each student, that can be found by their ID

WEBPAGE PROJECT



WEBSITE FOR ACADEMY

this web page shows bar charts about classes for a given year for all students filtered by their average, and it can also send notifications to students

WEBPAGE PROJECT

We're done!

