

Week 1, Session 1

Sharda: 1.1 - 1.5; Larson: Chapters 1, 2; Articles: Business analytics insight: Hype or here to stay, Envisioning the power of analytics

1. What does BI/Analytics mean to you? What motivated you to enroll in this class?
2. Please share any BI, Analytics or Big Data initiatives at your organization.
3. How would you define or describe big data?
4. Pick a company or industry that generates big data. What are the sources of this data? How does the company/industry use this data?
5. Recaps of MIT's Sports Analytics Conferences can be found here: <http://www.sloansportsconference.com/archive/> . Briefly describe and discuss a presentation (Competitive Advantage, Panels, Research Papers or Videos) from any of the past conferences. Include the link to the presentation.
6. Describe and discuss a real-world application of descriptive, predictive or prescriptive analytics.
7. Discuss a specific example of how technology can help overcome human cognitive limitations.
8. What are potential sources of intelligence for an organization?
9. How does OLAP differ from OLTP?
10. Based on your experience, provide examples of specific and measurable organizational goals.
11. Compare and contrast layout-led discovery and data-led discovery.
12. What are the sources of intelligence for Maximum Miniatures?
13. Discuss any one of the themes that make up the author's data analytic imaginary. Based on your experience and/or judgement, are the claims of data analytic companies over-hyped?