# Week 6, Session 1

**Sharda: 6.1 - 6.5, 6.6 - 6.10; Articles: 1) Ads that don't overstep, 2) Fundamental mind shifts for the future of data analytics, 3) Creating a fact-based decision-making culture, 4) Projecting ROI for analytics**

1. Identity a decision-making scenario that could benefit from prescriptive analytics.  List and briefly discuss the variables for building the quantitative model for this analysis.
2. Do the experimental findings resonate with their own feelings and reactions to personalized online ads.  Explain.
3. Discuss two or more guidelines for digital marketers.
4. Based on your own experience, provide a critical review of smart/personal/voice assistants.
5. How can data analytics be used to interpret and/or influence intent (and ultimately, action)? The theory of planned behavior can inform your answer. Here 's a brief introduction to this theory:  
   [Theory of Planned Behaviour (Links to an external site.)Links to an external site.](https://www.youtube.com/watch?v=nZsxuD3gExE)[](https://www.youtube.com/watch?v=nZsxuD3gExE)
6. Discuss a decision-making scenario for which simulation would be a relevant and cost-effective technique for evaluating multiple alternatives under varying conditions.
7. Complete exercise 2, 3, 5, 6 or 7 (Sharda book: pages: 365-367).  Share and discuss the results.
8. Does your organization have a fact-based decision-making culture? Discuss why or why not.
9. Discuss your experience as a member of an organization that attempted or is attempting to change one or more aspects of its culture.
10. In your opinion, what would be the biggest challenge to implementing a fact-based decision-making culture. Why?
11. Discuss the approval process for IT-related projects and investments in your organization.
12. Are the benefits of analytical applications easily quantifiable? Explain.
13. Assume you are building a business case for a new analytic application. Identify hard, soft, direct and indirect benefits that could be attributed to this application.