

Team Project

BUSI 652 – Predictive Analytics

IDEA

The idea of this project is to familiarize MBA candidates with the applications of machine learning in predictive analytics.

EXPECTATIONS

Candidates will be expected to use data to identify the problems in their area of interest. The process of identifying the problem and implementing a solution would be primarily based on the use and analytics of data using various tools and techniques discussed in the class. Candidates may use other techniques (subject to approval).

1.0 Introduction

1.1 Introduction

- Discuss the background of the analysis/research
- Explain the relevance to the industry or company used in the analysis in conjunction with the current business environment
- In a paragraph explain the purpose of the research, the relevance of the problem to the current business environment

1.2 Scope and Objectives (deliverables)

- Scope: Clarify the scope of the analysis or research
- Objectives: clearly state the objective (similar to a research statement)

2.0 Background Research/Literature Review

2.1 Business

- Use more than 3 reputed media articles/opinions
- The articles/opinions must be associated with the area of analysis/research and should be cohesively analyzed

3.0 Methodology

3.1 Data

- Discuss the data collected
- Explain how does it relate to the research/Analysis
- Mention the time frames and sources of the data

3.2 Tools/Analytics

- Mention the tools and techniques used to analyze the data
- Explain how it addresses the analysis or research

4.0 Analysis

- Align this section with 3.2 and explain how the data was analyzed
- Note changes in tools or methodology (if any)

4.1 Analysis

- Elaborate the results found in 4.1 and explain how it addresses the objectives
- Explain how the results are in conjunction to section 2.0
- Graphs and explanation

5.0 Conclusion

- Use sections 2, 3, and 4 and provide conclusive remarks
- Provide solution to the problem along with some empirical evidence

WORD LIMIT

No Word Limit. Expect to include all the parts with appropriate Visualization.

Submission Format:

- **Presentation:** In the class in week 10 lecture. All team members should participate.
- **Report Submission:** Due to Monday of Week 11

DATA SOURCE

- You can use any data source for this project.
- You can use the following publicly available dataset:
 - Search for a good dataset on Kaggle website:
 - <https://www.kaggle.com/datasets>
 - World Health: (download link: <https://data.worldbank.org/indicator>; <https://data.worldbank.org>)
 - New York City (download from: <https://data.cityofnewyork.us/api/views/43nn-pn8j/rows.csv?accessType=DOWNLOAD&bom=true&format=true>. New York City Open Data contains data on a wide variety of NYC aspects (e.g., education, safety, recreation, and many more).