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User Behavior

Understanding User Resistance to Technology

- Online Switching Costs
- Technological Inertia and Self-Esteem

Online Security: Assuring Users of Security Concerns

Online Communities: Engagement and Contribution

IT Service Design

App Stores: Modeling User Behavior in Online Platforms

Module Ecosystems: Predicting Developer Abandonment

CMS: Creating Classroom Dashboards for Teachers

Methodological Advancements

Partial Least Squares: Creating Predictive Analytics for

Data Visualization



Nicholas Danks

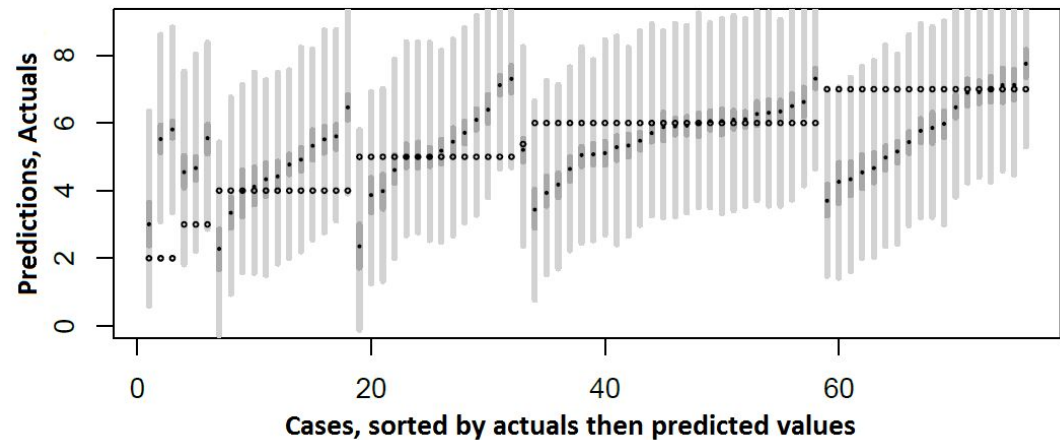
IMBA Senior PLS-PM

Implementing Predictive Analytics
for Partial Least Squares Path
Modelling

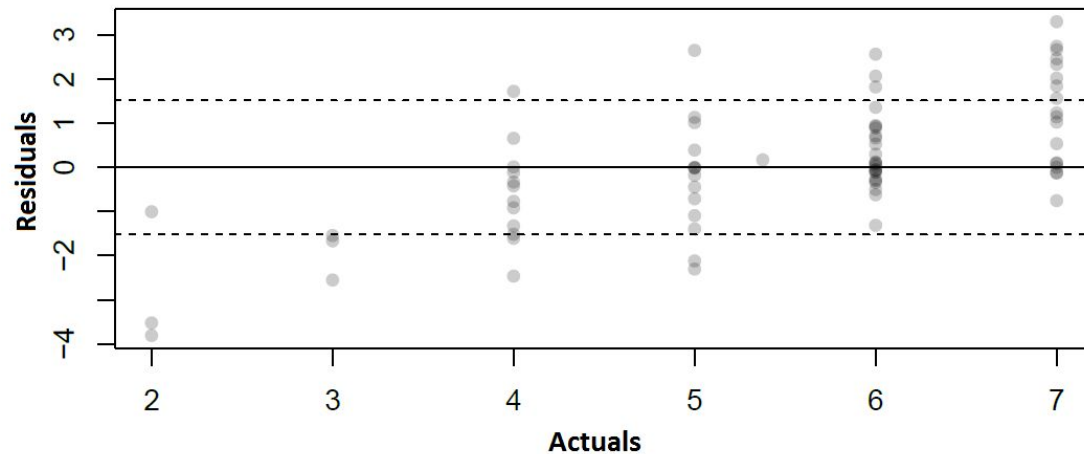
Visualizing and Reporting Results
from Predictive PLS

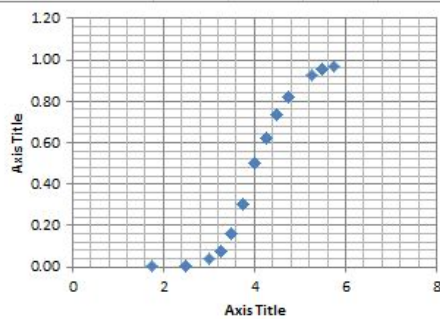
Exploring the cost of imposing
causal theory on predictive power in
PLS models.

PLS Prediction Intervals for item KC1



PLS Residuals for item KC1





Approach – Avoidance (MIXED)

Model: $aa_cal = f(\tilde{a}ro_cal, vn_cal, vc_cal, ce_cal)$
 Rows: 15

— COMPLEX SOLUTION — (0.74)
 frequency cutoff: 1.000000
 consistency cutoff: 0.746520

	raw	unique	coverage	coverage	consistency
$\tilde{a}ro_cal$	0.710059	0.050665	0.747284		
ce_cal	0.836189	0.134220	0.875320		
$vn_cal * vc_cal$	0.523789	0.017882	0.828591		
solution coverage	0.936988				
solution consistency	0.750213				

Model: $aa_cal = f(\tilde{a}ro_cal, vn_cal, vc_cal, ce_cal)$
 Rows: 15

— COMPLEX SOLUTION — (0.80)
 frequency cutoff: 1.000000
 consistency cutoff: 0.829377

	raw	unique	coverage	coverage	consistency
ce_cal	0.836189	0.234486	0.875320		
$\tilde{a}ro_cal * vn_cal$	0.564023	0.004896	0.866983		
$vn_cal * vc_cal$	0.523789	0.017882	0.828591		
solution coverage	0.891219				
solution consistency	0.824845				

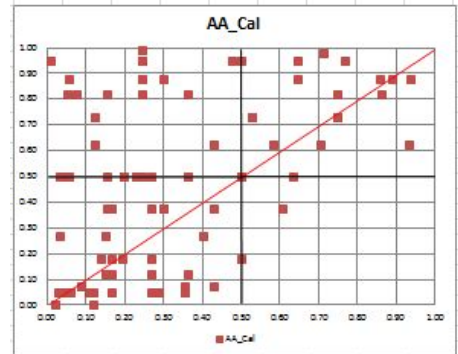
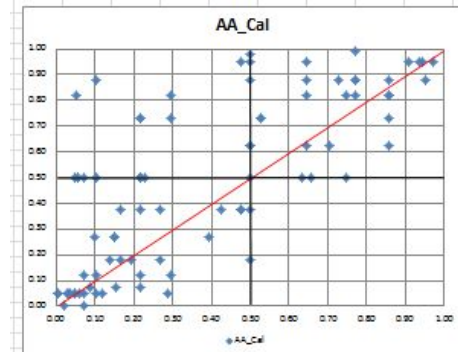
Model: $aa_cal = f(\tilde{a}ro_cal, vn_cal, vc_cal, ce_cal)$
 Rows: 15

Arturo Heyner Cano Bejar

GMBA - NCTU

arturocano997@gmail.com

Peru



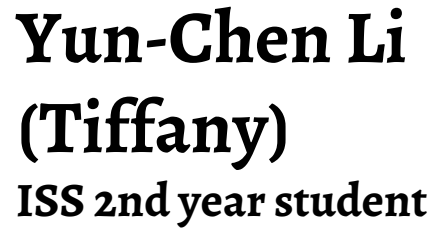
GOAL: RUN
fsQCA only with
Excel!

Analyse the best
cutoff point with
help of the density
function!

Exploring QCA in
different domains

Collect Data for QCA
analysis and Explore

Draw conclusions
and explore

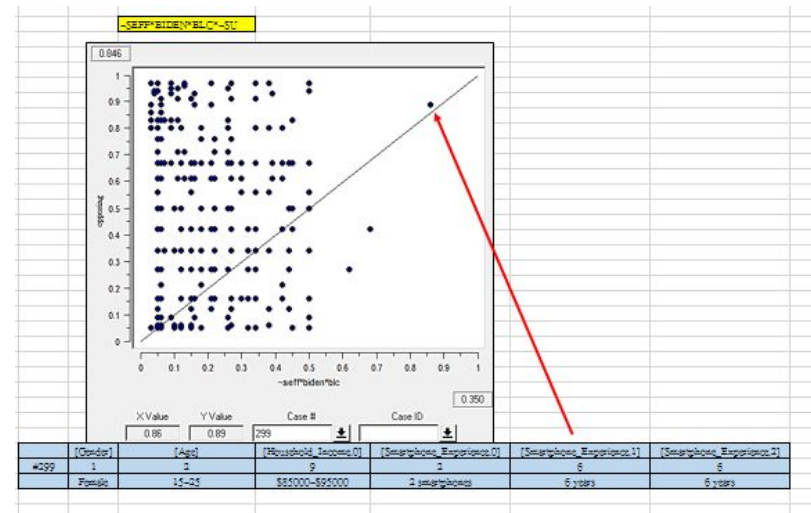


Yun-Chen Li
(Tiffany)
ISS 2nd year student

Done:

- Concepts in fs/QCA

- Extracting data
- Analyze existing data
- Fit in fsQCA

[illegible]



César Ordóñez

IMBA '16 Student
PicCollage Data Analysis



Done

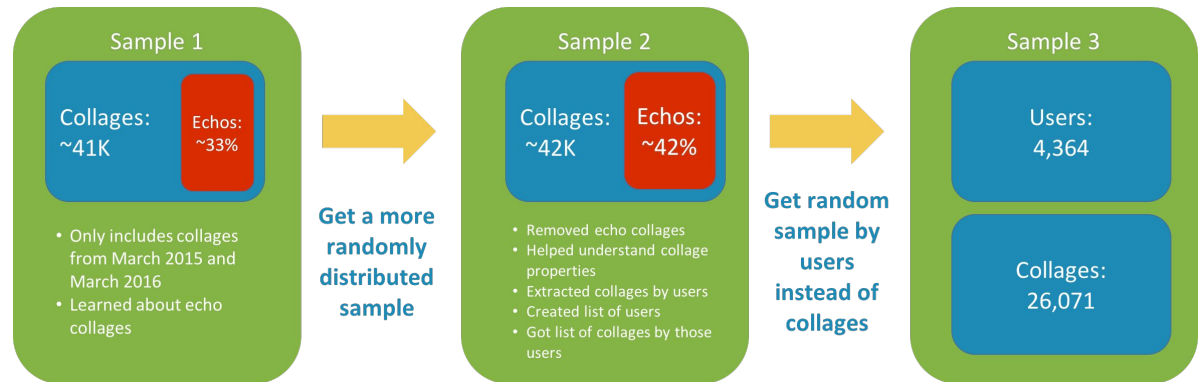
- Explore collage sample with heat maps, PCA, and clustering
- Gather new collage sample by random user and aggregated results

Doing

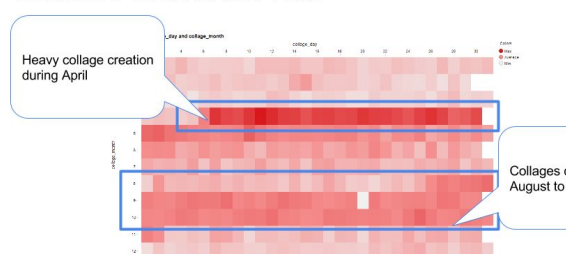
- Running distribution and clustering analysis on user sample.
- Presenting update to PC

To Do

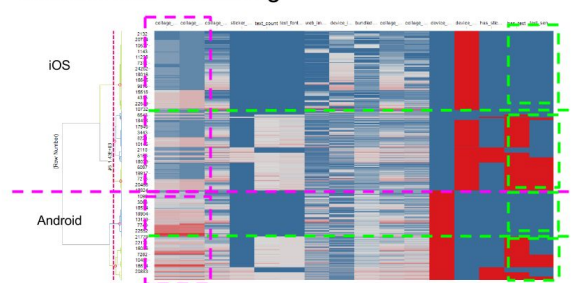
- Finalize user segmentation
- Present results to PC



Creation: Time of the Year



Hierarchical Clustering

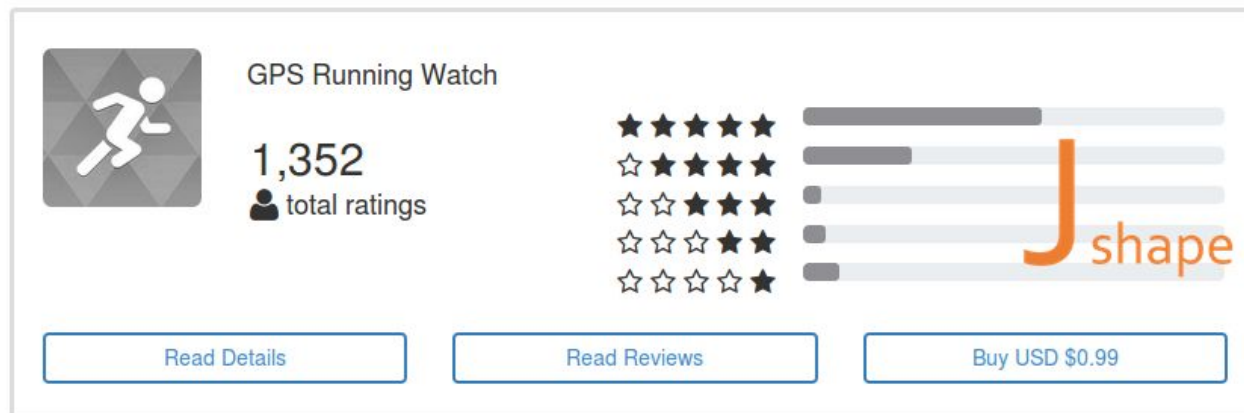
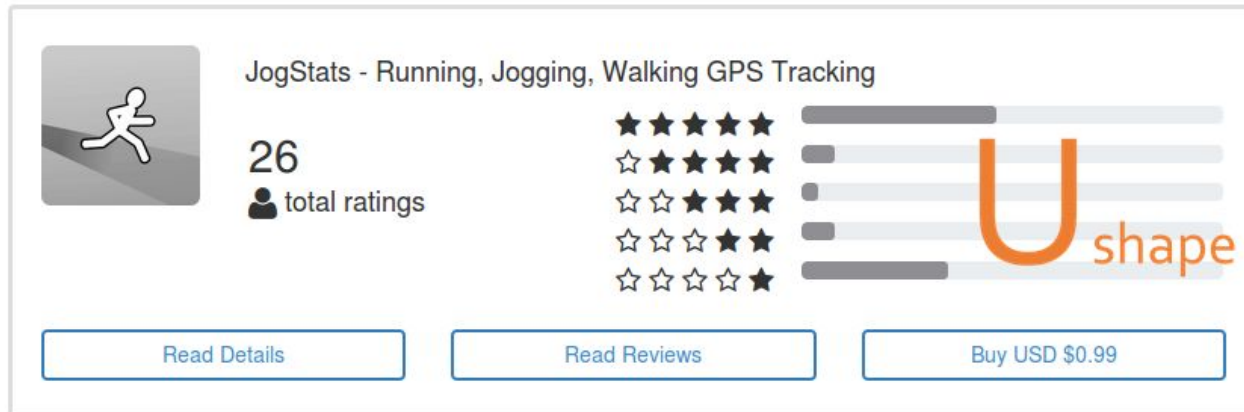




Shirley Chen

ISS 3rd year student

Explore how rating distribution shapes and the amount of ratings affect mobile users' app purchasing decision using choice based conjoint analysis.





Lee Chen

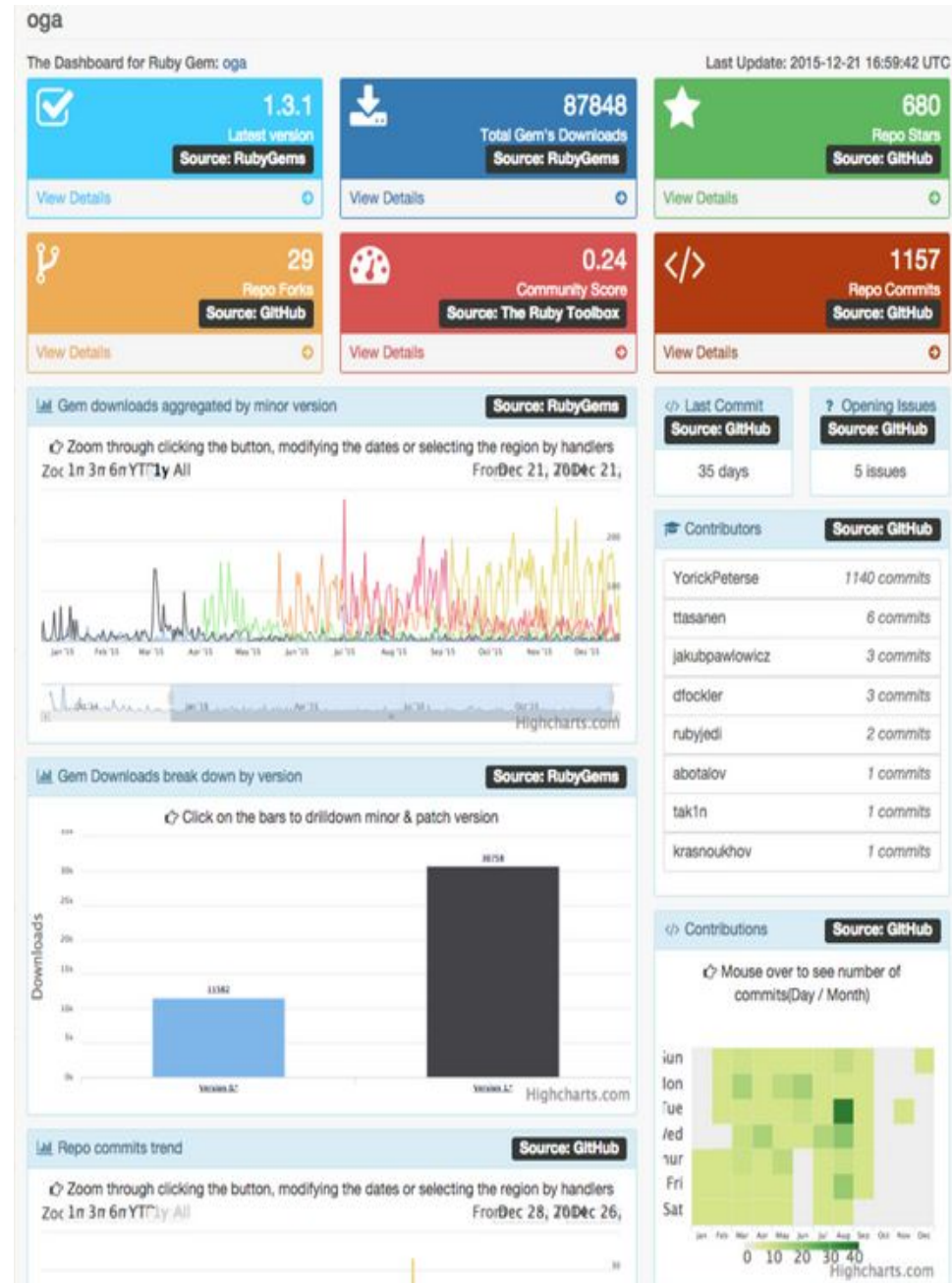
ISS 2nd year student

leechen.xyz
github.com/chenlizhan

Analyzing Ruby Libraries & Developing Dashboard Tool

Doing:

- Analyze exist data
- Collect more data
- Improve dashboard tool





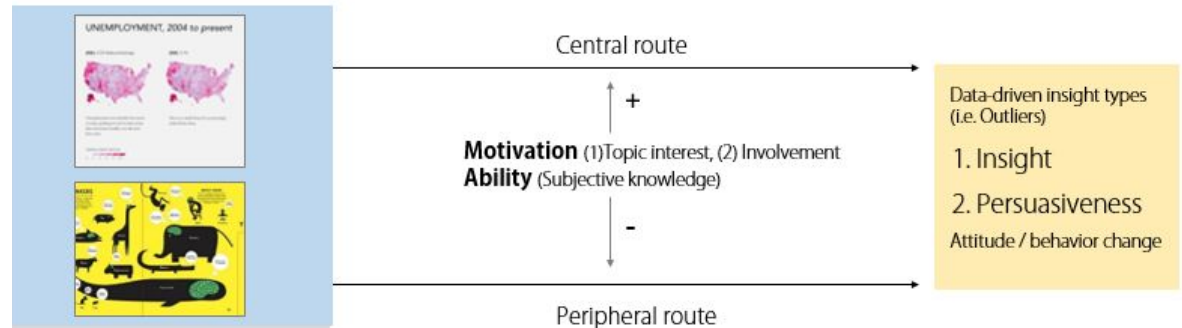
Jessica Deng

ISS 2nd year student

Design works::: <https://www.instagram.com/s09110184/>

Research Framework

Persuasive visualization



> Visualization designs for audience with different prior knowledge and opinion.

> Measuring attitude change and insight

> Now ::: Designing vizs

A	B	C	D	E	F	G	H	I	J	K
id	department	category	2009Mday	2009Mnight	2009Bdays	2009Bnight	2010Mday	2010Mnight	2010Bdays	2010Bnight
1401	綜合教育學	1	64,477	84,742	40,772	NA	66,694	83,811	39,105	NA
1402	普通科目教	1	61,750	80,424	37,930	NA	64,152	78,445	37,278	NA
1403	專業科目教	1	64,135	83,716	39,196	37,126	57,882	80,685	36,175	35,243
1404	學前教育學	1	57,580	76,503	35,008	27,350	50,771	75,409	31,494	27,452
1405	成人教育學	1	60,955	80,841	34,661	NA	67,144	79,453	28,416	NA
1406	特殊教育學	1	67,033	77,459	48,356	NA	71,112	75,650	45,705	NA



Now > Design data visualizations and Infographics



> Favorite movie ::: Whiplash

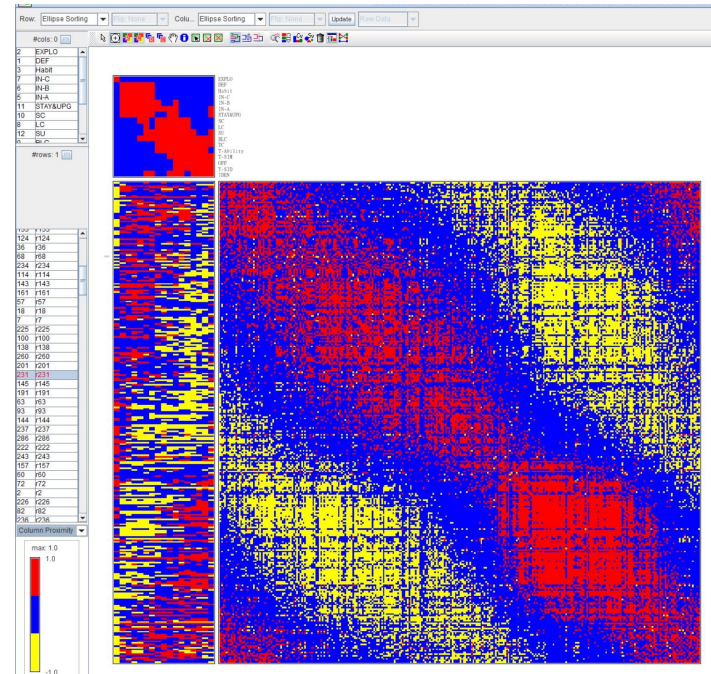
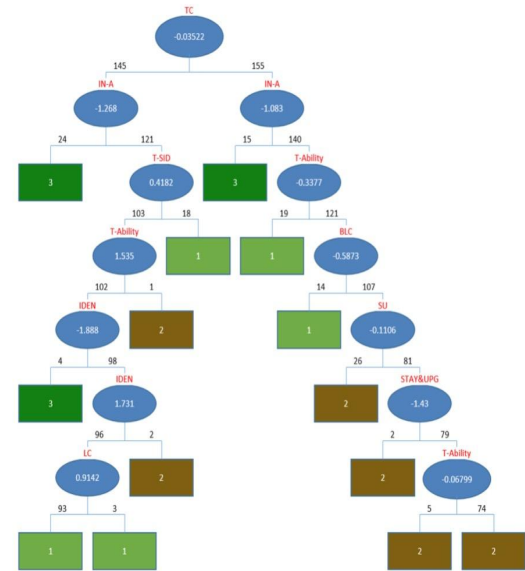


Claire Huang

ISS 1st year student

facebook.com/1993.claire.huang

- Doing  
play with switch phone dataset
 - persona each groups
 - matrix visualization
- To do
analyze Picollage & Lee data
- Future thesis
 - online user behavior
 - explore people by Quantitative and Qualitative tools





Edison Lee
ISS 1st year student

conservative



hater



independent



- **I am doing...**

Visualization project -

switch phone dataset

- Clustering (3 groups)
- Persona
- GAP

- **In the future...**

1. Data mining / Visualization
2. Playing with PicCollage/ iCHEF/
Ruby library



Dendrogram

