

## **INSTRUCTIONS**

Watch or scan the video presentation in the link below. You are not expected to remember or learn everything from the video. Just focus on high level information and appreciate the overall process:

<https://youtu.be/f9DzS6NdgwU?si=-UeTFnihSXOpAfUX>

After watching the video, answer the following for 3-5 sentences only in 1 whole sheet of paper. You will be submitting this work on the next in-person meeting (before your Midterm Exam).

[Please take note that: You will not be allowed to take the Midterm Exam without submitting this output. The insights from the activity will be used by Sir Zymon to plan well on the (a) groupings of Final project, (b) focus areas on the business functions desired by the students, (c) complexity and applicability of business case study, data and relevant models.]

### **I. Knowledge Check**

1. What are the different opportunities by which Business Analytics may be applied in industry and real-world practices?
2. What are the best practices for documentation and presentation? Cite some and discuss briefly.
3. Determine some professional and technical skills necessary for effective business analytics and modeling.

### **II. Knowledge Application**

1. What is the business function that you prefer to focus on with your Final Output? Why?
2. What are the characteristics of data you will extract, transform and load in your project? Identify and describe.
3. What are your most essential skills that you can apply in completing your Final output or project?