**MSBA 250 — Applied Business Analytics (Section 1)**

**University of the Pacific**

**Spring 2024**

**Final Project Instructions**

**Due: Monday April 22, 2024**

Instructions:

Each group needs to turn in two materials about the final project report

1. Each group needs to turn in one electronic version (Word Document) of the final project report by Monday April 22, 2024. (Upload your report as an attachment to link of **Final Project Report Word Document** on Canvas (Under the Category of Assignments)). The attachment title should be: MSBA 250-Report-Your group number.
2. Each group needs to turn in PowerPoint Slides of the final project report presentation by Monday April 22, 2024. (Upload your report as an attachment to link of **Final Project Presentation Slides** on Canvas (Under the Category of Assignments)). The attachment title should be: MSBA 250-Slides-Your group number.

About the Contents:

The report should be written in an **organized and logical way.** The report should be written in the form of an academic paper in a Word Document. It can not exceed 30 pages and fewer than 15 pages. The body of the report should be formatted as double spaced, size 12, Times New Roman. Margin: 1.0 inch for right, left, bottom, and top. **You need to add the line (row) number and page number.**

The first page of your report should be a cover page. On the cover page, you need to have a title of this project (the title should be named by your group), the name and Id number of the group members, and group number.

The template specifies each of the sections that needs to appear on the project report. Basically, you are going to choose a company / organization or a daily life issue (e.g., your daily schedule or event preparation), and use the methods learned in business analytics to find the patterns of the data and the insights from the results.

Grading:

Full credits: 15 (Which includes 10 points for the report and 5 points for the presentation). Below is a template of the format of the final project report. You need to follow the template to organize your final project report.

The grading of final project report is based on contents (9 points) and formatting (1 point). The content requirements include clear project objective, appropriate methodology, reasonable results and persuasive conclusions, practical / managerial implications, and etc.

The grading of final project presentation is based on both of the contents of the slides and the presentation skills.

The contents of the slides include:

(1) Whether the contents are comprehensive (cover all of the sections in the report requirements)

(2) Whether the formatting of the slides is consistent; (3) Whether the slides are attractive to the audience.

The presentation skills include:

(1) Eye contact to audience

(2) Voice is enough loud to let everyone heard

(3) Each member in the group needs to talk during the presentation

(4) Body language use

(5) Time framework (control the presentation time to 12 minutes, and allow additional 2 minutes to have Questions and Answers)

(6) Appropriate answer to the questions asked by audience.

**Title Page**

Includes the title of the report, your group number, and each group members’ Name and ID.

**TITLE**

**Abstract:**

A brief summary of the report.

**Keywords:**

The words you think are important in your report. The keywords show the topic of your report. Usually 3-5 keywords.

1. **Introduction / Background**

The contents should include, but not limit to:

The background of the company /daily life; the structure of this project report, and etc.

1. **Project Objective**

In this section, you need to clarify the objective of this report, why would you like to explore this problem / issue?, and etc.

1. **Data / Problem Analytics**

***3.1 Data***

Please describe the data source and the approach you collect the data.

***3.2 Methods***

In this section, you need to clarify which methodology you use in this report. The methodology can be the theory and techniques you learned in the operations management class. If you use data in your report, please clarify the data source.

***3.3 Data / Problem Analytics***

In this section, you will show how the data / problem is analyzed using the methodology in section 3.1. Please use some visualization tools (such as graphs) to show your results. Please use software to analyze the data.

1. **Findings / Conclusions**

In this section, you need to discuss the results in Section 3.2. For example, what does the numbers you get from Section 3.2 mean? In other words, in this section, please discuss the findings and conclusions you get from your analytics part in Section 3.

1. **Managerial Implications**

In this section, you need to discuss how your findings in the previous sections can help managers / people to improve the operations process and performance. How can you implement your results of this project?

1. **Idea Sharing**

In this section, please feel free to add any ideas, comments, or insights during the project preparation and conduction process / experience. For example, what do you learn from doing this project? How do you think the application of operations management theory in the real-world business?, and etc.

1. **References**

If you cite some references in the report, you can list them here.

1. **Appendix**

In this section, please list a weekly schedule for you to finish this project. An example of table is as follows:

|  |  |
| --- | --- |
| **Time** | **Contents** |
| January 27, 2024 | Project Group Forms |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| Monday April 22, 2024 | Final Project Paper Submission and Final Project Presentation Slides Submission |