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**BUS 443 Business Analytics**

**Final Team Project – Part 1: Business Analytics Website**

**Description:**

For the last project in this class, teams of four students will create a Business Analytics Website showcasing several key projects you have completed this semester. Each team will use Google Sites (or another website creation tool) to create the team website, according to the guidelines below:

**Guidelines:**

* Your website must have a **Home page** and a minimum of three additional web pages. Put links to each of your pages on the left-hand side (or top) navigation bar. The home page must briefly describe business analytics (including the three levels of analytics) and the purpose of the website. It must include at least one image;
* The **“About Us” page** should have a pictures of each team member and their basic NCSU contact information (e.g., email address) as well as a brief bio about each person. The bio should include each team member’s professional interests and the type of career path you plan to choose or one in which you are already involved. Team members may refer to this Analytics website from their own personal website via a link;
* One page must be for **Business** **Analytics Projects**. Here you will showcase what you consider to be significant project work that members of your team have done in in this course. Each team should pick the best work from each category and showcase one per team. The following seven project categories are required for the website:
  + Data Visualization (Digital Dashboard)
  + Time Series Analysis and Forecasting
  + Multiple Linear Regression Analysis
  + Data Mining (Cluster Analysis)
  + Data Mining (Partitioning and Classification or Prediction)
  + Linear Programming (Optimization) (To be assigned at a later date in Part 3 of this Project)
  + Monte Carlo Risk Simulation (To be assigned at a later date in Part 3 of this Project);
* The last required web page is up to the team’s discretion. Brainstorm with your team and decide what you will show on this page;
* General guidelines:
  + All pages must have links that work, and all internal navigation must work properly and be consistent;
  + The site must use a design theme that is professional and pleasing to the eye;
  + All content on your site must be either created by someone on your team or considered public property. Images or video must either be owned by someone on the team or designated as public property;
  + The link to the website must be submitted to the lecturer via Moodle before the deadline
* For more information on how to create a website using Google Sites, go to Google and search on Google Sites. There are many links with instructions (including how-to videos) posted for you. However, the best way to learn how to create a site with this tool is to simply spend time using it yourself.

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**BUS 443 Business Analytics**

**Final Team Project – Part 2: Business Analytics Presentation**

**Description:**

Each team has the choice of presenting their work “live” in front of the entire class (on the last day of class) or creating and embedding a video of their presentation on the home page of their team website. A brief description of each follows:

**Live Presentation**

Each team’s presentation must be professional and address why data analytics is important to today’s businesses. Each team should discuss several of the key techniques within this discipline. Each person on the team must be part of the live presentation. It should last between 10-15 minutes. You will showcase your website and one major project (assigned by the lecturer when you submit your team member names). Be sure to dress appropriately (Business Casual) and use good presentation skills. Other than those guidelines, you are free to “wow” us all with your ideas and creativity.

**Video Presentation**

If you choose to create a video instead of a live presentation, it must be created by someone on your team, and team members must be the subjects. It should be no more than fifteen minutes in length and showcase one major project (assigned by the lecturer when you submit your team member names). Each team member must participate in the presentation on the video. Be sure to dress appropriately (Business Casual), as you may choose to use this video with prospective employers. It must be professional and address why data analytics is important to today’s businesses. Each team should discuss several of the key techniques within this discipline. Other than those guidelines, you are free to “wow” us all with your ideas and creativity.