**Dialectical Journal Entry Format**

**A dialectical journal is a reflection tool that allows you to become more familiar with examining sources, identifying important passages or quotes, questioning claims, and digesting new information.** This structure helps to facilitate your ability to understand new and important information while also recording your reactions, connections, and observations as you assimilate new learning.

Using the passages and content from the chapters and/or videos, record the pertinent information in the journal table below. You should have at least ***8 entries or commentaries*** (that you add to the table. That is 8 quotes and 8 commentaries) in the table, but feel free to add more boxes as necessary to enhance your own learning. Please type your responses and save into the format below. Insure you reference the material by name of the video, a citation, and or text chapter and page. I must be able to find the exact information you use.

Please review the example for a clearer understanding.

**Key grading instrument items (pts)**

Missing the quote or paraphrase -1

Missing the entry 1, 2, etc. -1

Missing citations per question -3

No reference page -5

Each question (100 words per answer) -2

Missing required chapter or video -1

**Chapters required**

Chap 2

Chap 4

Chap 5

**Videos required**

# Why Great Businesses Fail

<https://www.youtube.com/watch?v=sNLC7wbXEl0>

# Philip Kotler - Creating a Strong Brand

<https://www.youtube.com/watch?v=0Yd3Y4mp1Qc>

# How Apple and Nike have branded your brain | Your Brain on Money | Big Think

<https://www.youtube.com/watch?v=4eIDBV4Mpek&t=115s>

Why Starbucks failed? Australia

<https://www.youtube.com/watch?v=_FGUkxn5kZQ>

Jeff Bezos on Amazon Business Strategy - How They Succeed and Thrive in Everything

<https://www.youtube.com/watch?v=tSzzjJd5BHk>

|  |  |  |
| --- | --- | --- |
| **Quotes, Paraphrased Arguments, Specific Facts or Claims in Content** | **Your Reactions Corresponding to the Quoted or Paraphrased Material** | |
| **Entry 1** Video: Delivering High Quality Analytics at NetflixIn the video at approx. 6 minutes, the speaker discusses a visualization that shows the amount of traffic that comes in and out of the servers. The speaker also mentions that one dot is read meaning that there is a problem with the API.(Video: Delivering High Quality Analytics at Netflix) | **Entry 1**  I found it interesting to understand how a problem in one of the API’s can directly impact how we as the consumer might watch our favorite show. The Speaker explains how this one glitch in their servers could potentially be the reason that you might not see “next episode” when one episode ends. I personally have had that inconvenience before. Or it might not have automatically went to the next episode. Something as little as that, a lot of us take for granted and do not think twice about why something like that happened. Netflix is a multi-billion-dollar company and all things considered, even a little glitch here and there, I still think they do a fantastic job taking care of its customer base. | |
|  | |  | |
|  | |  | |
|  | |  | |
|  | |  | |
|  | |  | |
|  | |  | |

Reflection Paper 2

Chris Myers



MKT 545 01W

Dr. Chris Myers

**This information is a reference and is NOT YOUR SPECIFIC ASSIGNMENT.**

|  |  |
| --- | --- |
| **Quotes, Paraphrased Arguments, Specific Facts or Claims in Content** | **Your Reactions Corresponding to the Quoted or Paraphrased Material** |
| **Entry 1** Video: Delivering High Quality Analytics at NetflixIn the video at approx. 6 minutes, the speaker discusses a visualization that shows the amount of traffic that comes in and out of the servers. The speaker also mentions that one dot is read meaning that there is a problem with the API.(Video: Delivering High Quality Analytics at Netflix) | **Entry 1**  I found it interesting to understand how a problem in one of the API’s can directly impact how we as the consumer might watch our favorite show. The Speaker explains how this one glitch in their servers could potentially be the reason that you might not see “next episode” when one episode ends. I personally have had that inconvenience before. Or it might not have automatically went to the next episode. Something as little as that, a lot of us take for granted and do not think twice about why something like that happened. Netflix is a multi-billion-dollar company and all things considered, even a little glitch here and there, I still think they do a fantastic job taking care of its customer base. |
| **Entry 2**  Chapter 8: Time Series Analysis and Forecasting  In chapter 8, the book explains the simplicity of the naïve forecasting method. This method consists of the week, the time series value, forecast, forecast error (FE), absolute value of FE, squared FE, percentage error, and absolute value of percentage error. The naïve forecasting method is used for figuring out forecasts for historical data. (Pg 382, Ch. 8, Business Analytics.) | **Entry 2**  I found this method to be very simple to understand, probably why it is called the naïve forecasting method. The way the book displays the chart/graph with all the data, you really don’t need much information to be able to figure out what all the numbers mean. I was very happy to have figured it out with ease. I have come to realize that somethings might seem difficult at first and be overwhelming but if you just study it for a while, it will then become clear. I learned that if I don’t give up and keep trying to understand even the smallest problem within the problem, I will figure it out. I personally did not have anyone’s help on understanding this method. |
| **Entry 3**  Chapter 10: Spreadsheet Models  Influence Diagrams can be very useful to show the relationships between various parts of the problem being modeled. Per the ‘influence diagram’ paragraph on page 466, an influence diagram is a visual representation of which entities influence others in a model. Chapter 10 also explains how an influence diagram helps organizing the data and provides a road map for building a model. They might look a little overwhelming but if you take your time to really indulge yourself into the diagram and understand your data, it’s not hard to follow. (Pg. 466, chapter 10, Business Analytics) | **Entry 3**  I attempted to work through a problem on LT2 that required you to build a influence diagram and at first it was very overwhelming. I had no idea to even understand how to read one much less build one. But as I sat there and studied the data and cross referenced with the example, I slowly began to understand more and more. I was excited to be able to understand it enough to build one myself from a totally different piece of data. I learned that these models are like anything, if you don’t understand it at first, DO NOT GIVE UP. I honestly didn’t understand it the first go around but I just went to the next question and came back to it later and eventually got it. |
| **Entry 4**  Chapter 12: Linear Optimization Models  Problem formulation is used when trying to turn a verbal statement into mathematical data. First you must understand the problem, then describe the objective. After that describe each constraint, and lastly, define each decision variable. Once all of that is complete, one can write out the objectives of your variables and add the constraints. Using the problem formulation allows you to find out production requirements for a particular problem. (Pg 558-559, Chapter 12, Business Analytics) | **Entry 4**  After I read through the chapter about problem formulation, I was taken aback by the complexity of the information given. Once I was able to understand how to set up each formulation. Setting it up at first can be a little tricky especially if you deal with fractions in the problem but if you’re careful in the steps provided, it’ll be a breeze. After figuring out the formulas, inputting that data into excel solver will allow you to maximize the values to figure out your max production levels. |
| **Entry 5**  Chapter 15: Decision Analysis  Decision trees can be innovative ways to display data in a unique but understandable way. A decision tree provides a graphical representation of a decision-making process. A decision tree is made up of various nodes and branches. The way a decision tree works is it starts with a ‘square” called a decision node and follows with a branch to a ‘circle’ called the chance node. In other words, the decision node is a variable you would start with and the outcome of that or the options for outcome would be your chance node. Then you would have your decision alternative (the number outside of the chance variable). (Pg 680-681, Chapter 15, Business Analytics) | **Entry 5**  Deciphering through a decision tree could be difficult if you don’t know what you’re looking for. It helped me understand the process in another class using game theory. We had to work through some example problems and after several rounds of that, it helped understanding the process after understanding game theory because at the end, it will be set up the same way as a decision tree. I was quite relieved to finally understand it. It was a little confusing at first just like most new concepts. The business analytics book does not do it justice. But from what I took from my other class Managerial Economics, helped tie everything together. |
| **Entry 6**  Video: Applying Advanced Analytics: Beyond the Ordinary, CAPS Research  In the video, the speaker describes the difference between descriptive, prescriptive, and predictive analytics.  Descriptive analytics is describing and visualizing your data so support decision making. Predictive analytics focusses more on why something happens and predicts what will happen as the outcome. Prescriptive analytics incorporates prediction into decision models. Advanced analytics can be used in a lot of different way. This process helps teams make it easier to understand the data in a more professional way.  (Video: Applying Advanced Analytics: Beyond the Ordinary, CAPS Research) | **Entry 6**  Knowing the steps in advanced analytics somehow makes it easier to understand. Although these steps could be in different order depending on the type of data you’re looking for. Although, you still need all the pieces of the puzzle, so if you’re missing one piece, you must be able to calculate to be able to get there. The video explained the process very well but there’s a reason it’s called advanced analytics. It is so complex that there is no way to summarize the whole process in a 2-and-a-half-minute video, but you can explain the gist of it which will help you get started. Overall, the video was very informative given the amount of time that was on the clip. |
| **Entry 7**  Chapter 12: Linear Optimization Models  Problem formulation is used when trying to turn a verbal statement into mathematical data. First you must understand the problem, then describe the objective. After that describe each constraint, and lastly, define each decision variable. Once all of that is complete, one can write out the objectives of your variables and add the constraints. Using the problem formulation allows you to find out production requirements for a particular problem. (Pg 558-559, Chapter 12, Business Analytics) | **Entry 7**  After I read through the chapter about problem formulation, I was taken aback by the complexity of the information given. Once I was able to understand how to set up each formulation. Setting it up at first can be a little tricky especially if you deal with fractions in the problem but if you’re careful in the steps provided, it’ll be a breeze. After figuring out the formulas, inputting that data into excel solver will allow you to maximize the values to figure out your max production levels. |
| **Entry 8**  Chapter 15: Decision Analysis  Decision trees can be innovative ways to display data in a unique but understandable way. A decision tree provides a graphical representation of a decision-making process. A decision tree is made up of various nodes and branches. The way a decision tree works is it starts with a ‘square” called a decision node and follows with a branch to a ‘circle’ called the chance node. In other words, the decision node is a variable you would start with and the outcome of that or the options for outcome would be your chance node. Then you would have your decision alternative (the number outside of the chance variable). (Pg 680-681, Chapter 15, Business Analytics) | **Entry 8**  Deciphering through a decision tree could be difficult if you don’t know what you’re looking for. It helped me understand the process in another class using game theory. We had to work through some example problems and after several rounds of that, it helped understanding the process after understanding game theory because at the end, it will be set up the same way as a decision tree. I was quite relieved to finally understand it. It was a little confusing at first just like most new concepts. The business analytics book does not do it justice. But from what I took from my other class Managerial Economics, helped tie everything together. |
| **Entry 9**  Video: Applying Advanced Analytics: Beyond the Ordinary, CAPS Research  In the video, the speaker describes the difference between descriptive, prescriptive, and predictive analytics.  Descriptive analytics is describing and visualizing your data so support decision making. Predictive analytics focusses more on why something happens and predicts what will happen as the outcome. Prescriptive analytics incorporates prediction into decision models. Advanced analytics can be used in a lot of different way. This process helps teams make it easier to understand the data in a more professional way.  (Video: Applying Advanced Analytics: Beyond the Ordinary, CAPS Research) | **Entry 9**  Knowing the steps in advanced analytics somehow makes it easier to understand. Although these steps could be in different order depending on the type of data you’re looking for. Although, you still need all the pieces of the puzzle, so if you’re missing one piece, you must be able to calculate to be able to get there. The video explained the process very well but there’s a reason it’s called advanced analytics. It is so complex that there is no way to summarize the whole process in a 2-and-a-half-minute video, but you can explain the gist of it which will help you get started. Overall, the video was very informative given the amount of time that was on the clip. |

# References

Barnard, D. (2016, Aug 6). *Steve Jobs - Business strategy. Start with your customer and work backwards to a product or service [Video]*. Retrieved from davidbarnard1409 [YouTube Channel]: https://www.youtube.com/watch?app=desktop&v=48j493tfO-o

CNBC. (2018, July 26). *Why Starbucks Failed In Australia [Video]*. Retrieved from CNBC [YouTube Channel]: https://www.youtube.com/watch?app=desktop&v=\_FGUkxn5kZQ

Hernandez, D. (2013, April 3). *The One Thing You Need to Create Value - Advice from Steve Jobs and Bill Gates [Video]*. Retrieved from DaytonHernandezPao [YouTube Channel]: https://www.youtube.com/@DaytonHernandezPao

Holman, V. (2011, July 31). *Why Businesses Fail, Reasons Businesses Fail, Why Businesses Succeed [Video]*. Retrieved Jan 29, 2023, from Victorholmanwebsite [YouTube Channel]: https://www.youtube.com/watch?v=wNO-2fq1gqc

Marshall, G. W., & Johnston, M. W. (2019). *Marketing Management* (3rd ed.). New York, NY: McGraw-Hill Education. Retrieved from https://lccn.loc.gov/2017048393