

Assignment 1: Data Analytics (Spring 2016) (10% written and discuss)
Due: FRIDAY February 5, 2016 (by 5pm ET)

Submission method: written document and presentation (after you present it) by email to pfox@cs.rpi.edu **and** Rahul Divekar divekr@rpi.edu

Please use the following file naming for electronic submission:
DataAnalytics2016_A1_YOURFIRSTNAME_YOURLASTNAME.xxx

Late submission policy: first time with valid reason – no penalty, otherwise 20% of score deducted each late day

Note: Your report for this assignment should be the result of your own individual work. Take care to avoid plagiarism (“copying”), and include references to all web resources, texts, and class presentations. You may discuss the problems with other students, but do not take written notes during these discussions, and do not share your written solutions.

General assignment: Pick and review an existing case study for Data Analytics from: <http://www.slideshare.net/lakoda/case-studies-utilizing-real-time-data-analytics> , <http://www.ibm.com/analytics/us/en/case-studies/>, http://www.google.com/analytics/standard/success-stories/#?modal_active=none , <http://www2.deloitte.com/us/en/pages/deloitte-analytics/articles/business-analytics-case-studies.html>, <https://www.fishbowl.com/case-studies/> or <http://www.marketquotient.com/case-studies.html> (or find one and have it approved by instructor). The weighting score for each question is included below.

Please use the question numbering below for your written responses for this assignment.

Be prepared to discuss (not present) it on class on Friday 5th.

1. Provide a short written review/ critique (business case, area of application, approach/ methods, tools used, results, actions, benefits) of a case study for Data Analytics of your choosing. min. 8-10 sentences, diagrams or figures are desirable and must include suitable references (10%)