

Assignment 1: Data Analytics (Fall) (5% written)

Due: FRIDAY 7 Sept. = end of second week of term (by 1159pm ET)

Submission method: written document by LMS submission (Assignment link)

Please use the following file naming for electronic submission:

DataAnalytics_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 must 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 or accept anyone else’s solutions as input for your work.

General assignment: choose and review an existing case study for Data Analytics from (note some require registration/ sign up):

<http://www.slideshare.net/lakoda/case-studies-utilizing-real-time-data-analytics> ,

<http://www.ibm.com/analytics/us/en/case-studies/>,

[http://www2.deloitte.com/us/en/pages/deloitte-analytics/articles/business-](http://www2.deloitte.com/us/en/pages/deloitte-analytics/articles/business-analytcs-case-studies.html)

[analytcs-case-studies.html](http://www2.deloitte.com/us/en/pages/deloitte-analytics/articles/business-analytcs-case-studies.html), [https://www.businessesgrow.com/2016/12/06/big-](https://www.businessesgrow.com/2016/12/06/big-data-case-studies/)

[data-case-studies/](https://www.businessesgrow.com/2016/12/06/big-data-case-studies/), <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.

Use the question numbering below for your written responses for this assignment.

1. Review their business case, area of application, approach/ methods, tools used, results, actions, benefits. Write a summary/ critique of one case study that you chose. Min. 8-10 sentences, diagrams or figures taken from the case study or prepared by you are desirable. You must include suitable references, i.e. to any material from the case study or other sources. (5%)