

Data Analytics – Spring 2026

Assignment 1 (5%):

- Choose a data analytics case study from a) links below, or b) your choice (must be approved by the instructor)
- IBM Data and Analytics Consulting
<https://www.ibm.com/consulting/analytics#Case+studies>
 - Scottish Government (<https://www.ibm.com/case-studies/scottish-government>)
 - Arizona DCS (<https://www.ibm.com/case-studies/arizona-dcs-consulting>)
 - New Jersey DCA (<https://www.ibm.com/case-studies/new-jersey-department-of-community-affairs-consulting>)
- IBM Planning Analytics
<https://www.ibm.com/products/planning-analytics>
 - Solar Coca Cola (<https://www.ibm.com/case-studies/solar-coca-cola>)
 - Volkswagen (<https://www.ibm.com/case-studies/volkswagen-groupservices>)

*There are more case studies in the 2 main links above, you may choose any of those as well

- Read it and provide a **short**, written review/critique of the case study (is there a solid business case, what is the area of application, what approach/ methods, tools were taken/used, what were the results, actions, benefits?).
- **Due: January 23rd 2026 by 10:00pm ET on LMS**