BUSINESS COMMUNICATION CENTER DATA ANALYSIS

MIS0855 Final Project

12/4/14
Students visiting the BCC (Business Communication Center) expect to receive guidance on writing papers for various Fox School of Business classes.

Our main objective is to analyze BCC tutors’ feedback to better serve students and help the BCC run more efficiently.

PROBLEM STATEMENT
Data Range: All appointment dates from August 20th to December 3rd
- Over 1,500 data points

Key Elements of the Data:
- Class Standing
- Major
- First Language
- BCC Tutor Name
- Course Name
- Professor
- Notes from the Tutor: Structure, Grammar, Overall

Retrieved by the Business Communication Coordinator: Jessica Renaud
First steps: Clean the Data
- Issues with: Major, Class, Course, and Unstructured Comments from BCC Tutors

Evaluate data quality
- Inconsistent registration form fields

Sentiment Analysis
- Average sentiment: 0.75
- Graphed all 1,500 into a histogram
- Word Frequency to identify commonly used words by tutors.

DATA ANALYSIS – SENTIMENT ANALYSIS
# Class Standing:
- Freshmen: 2.357
- Juniors: 1.059

# Major
- Entrepreneurship and Marketing: 3
- Economics and MIS: -0.039

# Language
- Arabic: 1.64
- Portuguese: -0.49
DATA ANALYSIS
1) Better data quality during registration process
2) Develop a KPI – Ask tutors to rate sessions from 1 – 10 (in addition to comments)
3) Assign tutors to students based upon:
   - Level of Tutor Expertise
   - Demographic of Student
4) Efficient Scheduling
   - Higher Paid tutors to handle demographics with lower sentiment scores
1. Dataset provided by BCC’s Jessica Renaud