

BUSINESS COMMUNICATION CENTER DATA ANALYSIS

MIS0855 Final Project

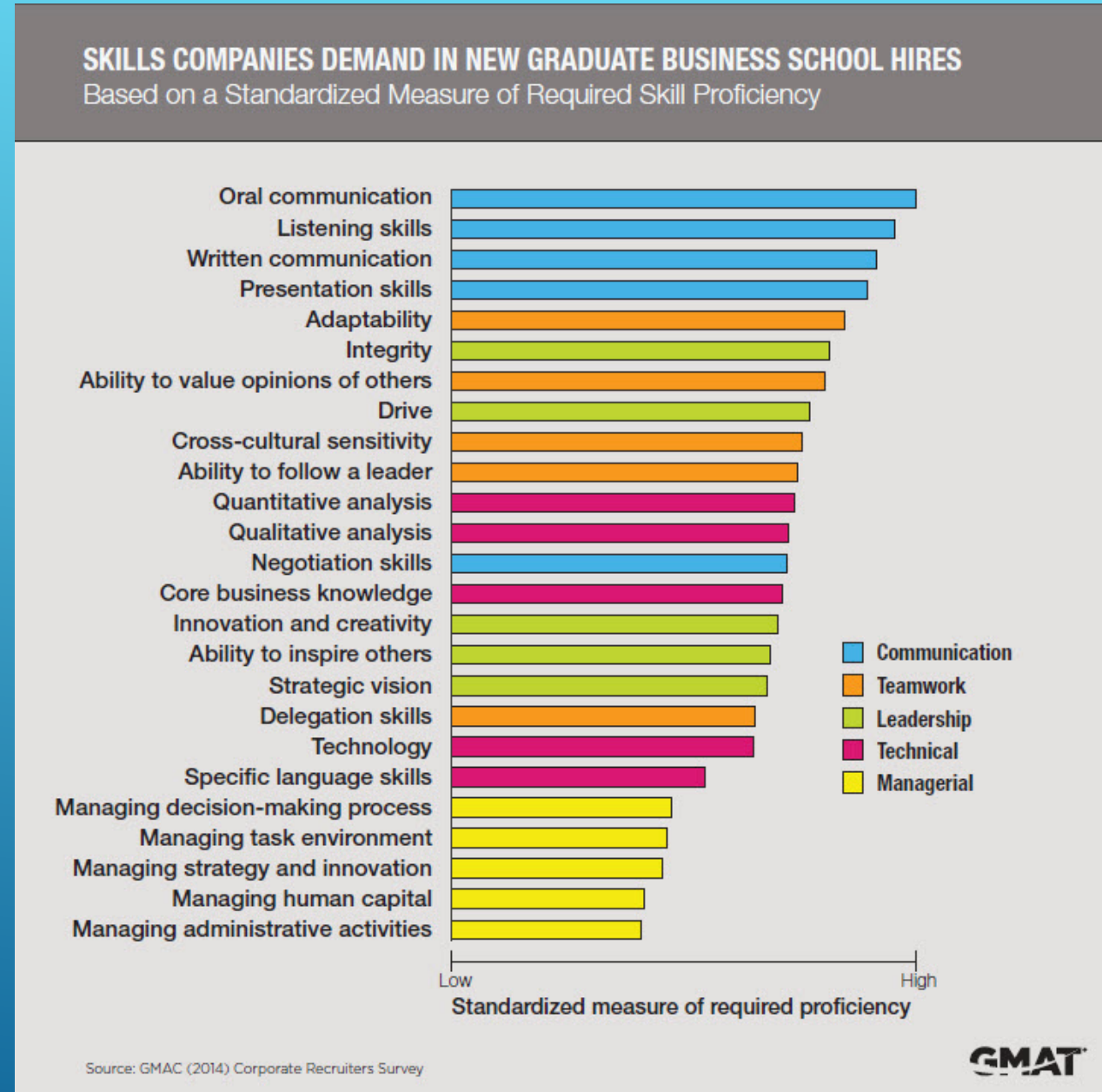
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A series of several parallel white lines of varying thicknesses, slanted diagonally from the bottom-left towards the top-right, located on the right side of the slide.

- ▶ 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.

Importance:

PROBLEM STATEMENT

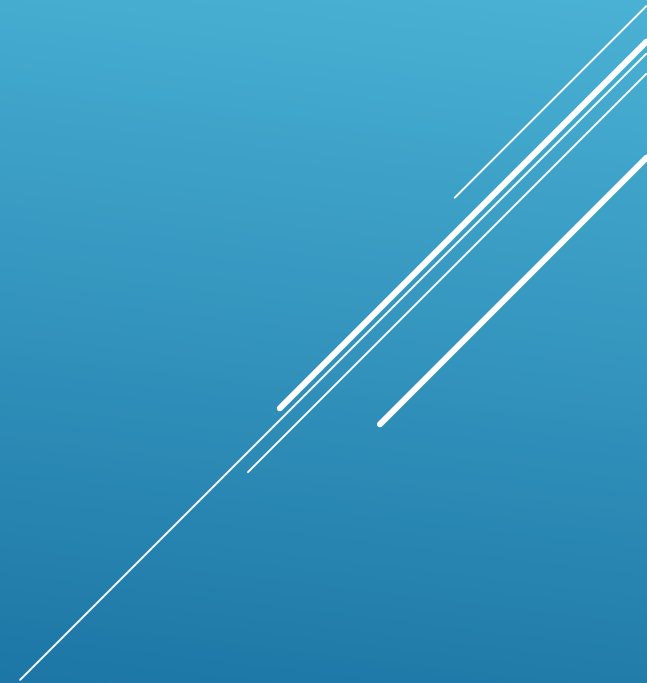


- ▶ **Data Range:** All appointment dates from August 20th to December 3rd
 - ▶ Over 1,500 data points
- ▶ **Key Elements of the Data:**
 - ▶ Class Standing
 - ▶ Major
 - ▶ First Language
 - ▶ BCC Tutor Name
 - ▶ Course Name
 - ▶ Professor
 - ▶ Notes from the Tutor: Structure, Grammar, Overall
- ▶ **Retrieved by the Business Communication Coordinator: Jessica Renaud**

DATA DESCRIPTION

- ▶ 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: -.039

▶ Language

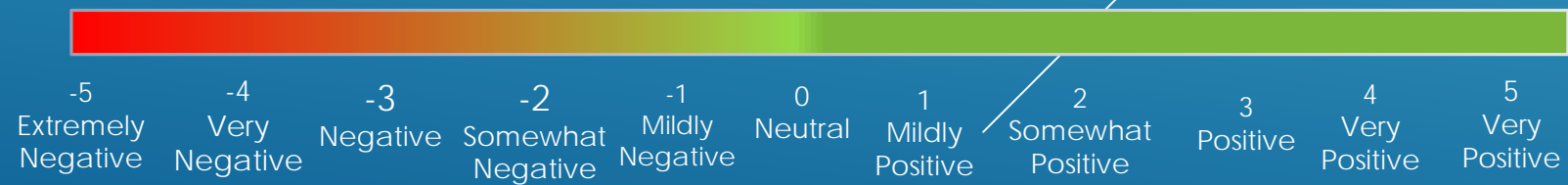
- ▶ Arabic: 1.64
- ▶ Portuguese: -0.49

Class Standing	
Freshman	2.357
Junior	1.059
Senior	1.169
Sophomore	1.674

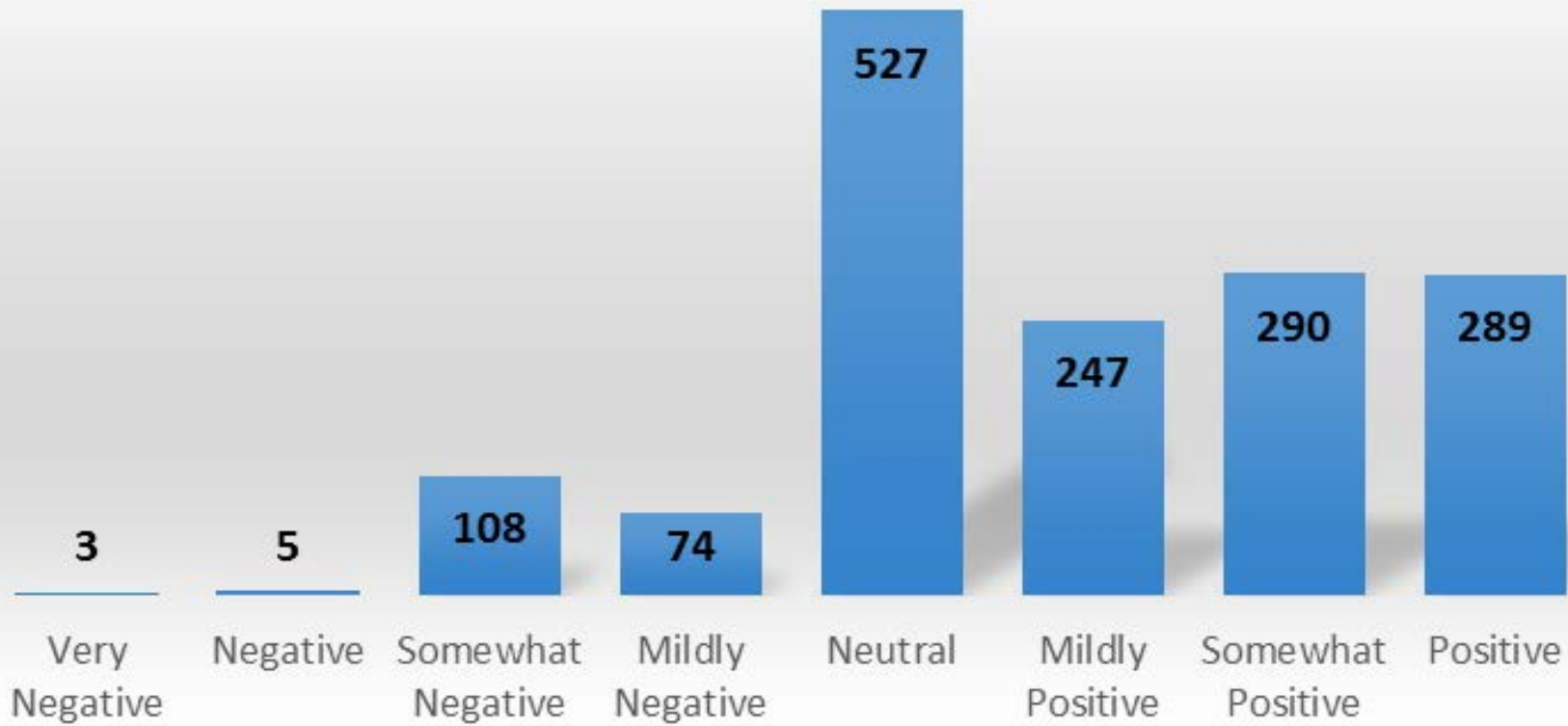
First or Home Language	
Arabic	1.640
Other	1.506
English	1.450
Korean	1.380
Chinese	0.851
German	0.500
Spanish	0.481
French	0.445
Russian	0.426
Portuguese	-0.400

Major	
Entrepreneurship and Marketing	3.000
Risk Management and Insurance/Human Resource Ma..	2.670
International Business and Risk Management	2.600
Finance, Risk Management, and MIS	2.500
Finance and MIS	2.259
Entrepreneurship	2.033
Undeclared	1.750
Management Information Systems	1.716
Human Resources Management	1.625
Business Management, Human Resource Administrati..	1.600
Actuarial Science	1.383
Entrepreneurship and Innovation Management	1.375
Marketing	1.375
International Business and Marketing	1.333
Marketing and Supply Chain Management	1.250
Accounting	1.154
Finance and International Business	1.119
Accounting and MIS	1.077
Legal Studies	1.052
International Business	0.899
Accounting and Finance	0.854
Accounting and Risk Management	0.786
Risk Management	0.782
Finance and Risk Management	0.769

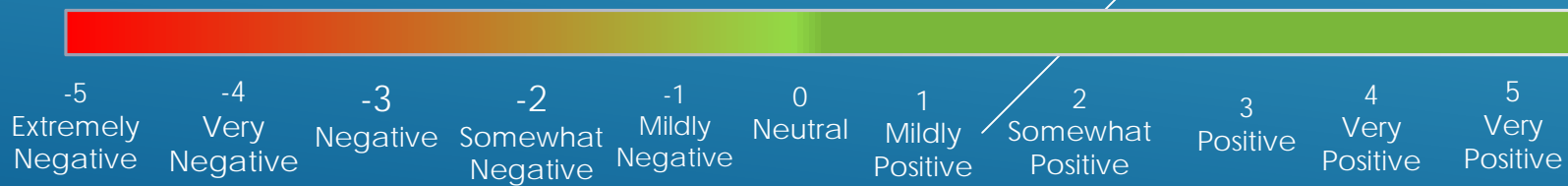
DATA ANALYSIS



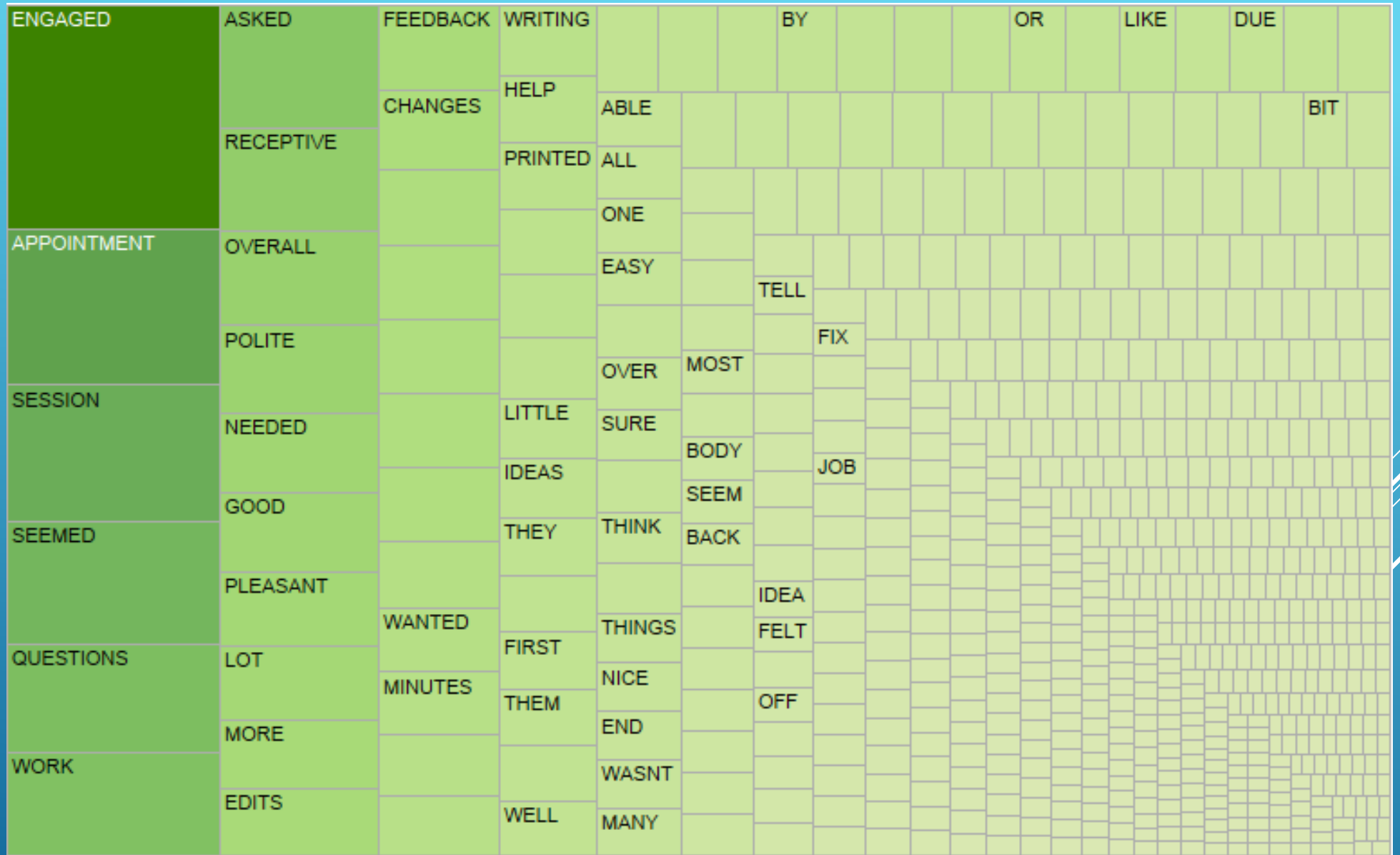
Sentiment Frequency



DATA ANALYSIS



F1	
ENGAGED	707
APPOINTMENT	497
SESSION	432
SEEMED	387
QUESTIONS	345
WORK	327
WHAT	312
ASKED	290
RECEPTIVE	247
OVERALL	223
POLITE	209
NEEDED	189
GOOD	187
PLEASANT	177
LOT	174
MORE	163
EDITS	160
FEEDBACK	153
CHANGES	142
UNDERSTANDING	136
PROFESSOR	134
UNDERSTAND	133
THROUGHOUT	133
ASSIGNMENT	132



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

RECOMMENDATIONS

1. Dataset provided by BCC's Jessica Renaud
2. "Employers Want Communication Skills in New Hires." *The Official GMAT Blog*. N.p., 07 Aug. 2014. Web. 04 Dec. 2014.

SOURCES