Fox School of Business
TEMPLE UNIVERSITY ®

MIS 0855 Data Science (Section 006) – Fall 2017
Assignment #3 – Temple Analytics Challenge (10% of the Total Grade)
Due by <u>Tuesday, October 31st, 11:59 PM EST</u>

Please read all the instructions carefully.

Task

Create an original data visualization based on a scenario and a data set from the Temple Analytics Challenge, a University-wide data visualization contest. You have a choice of three scenarios:

- <u>OVC Challenge</u>: *Does speed matter in E-commerce?*
- <u>Pfizer Challenge</u>: *How can you eliminate the harmful effects of smoking on society?*
- <u>Comcast Challenge</u>: *How can you predict which movies will be a hit or a bust?*

A full description of each scenario and where to get the data are posted to the Challenge site (http://analyticschallenge.temple.edu). Please read all the instruction carefully in the site.

This assignment requires you to enter Temple Analytics Challenge, in which you could win up to $2,500!

Assignment Guidelines

- You can enter the challenge either individually or as a group of <u>no more than four</u> students. You are allowed to work with students in another section of MIS 0855 or any other Temple students.
- The deliverables will be graded in the same criteria, whether they are individual or group work.
- You can use any software tool – Excel, Tableau, Powerpoint, Piktochart, or any tool!
- You will complete the following two deliverables for the challenge.
  o A graphic (or a series of graphics) as <u>a PDF</u>.
  o A brief summary of no more than one page explaining your graphic and why you think it is effective - also as <u>a PDF</u>.
  o Both your graphic and summary should display (i) the name of the challenge (QVC, Pfizer, or Comcast) and (ii) each team member's name and <u>AccessNet ID</u> (tu******).
- Submission to the Contest – Submit your two files to http://ibit.temple.edu/analytics/submission/.
- Submission for the Course – <u>Submit your two files into Canvas.</u>
- Late submission is allowed for the course, but not for the challenge. By being late, you are disqualified for the award. For the course, there will be <u>10% penalty per each 12 hours</u>. For example, if you submit in the morning of Nov. 2, a 30% penalty will be imposed on your

submission. Therefore, your submission will be graded zero after the noon of Sunday, Nov. 5.

- A prep session for Assignment #4 will be held in class on Wednesday, October 25.
- It is highly encouraged to attend Analytics Challenge workshops (http://ibit.temple.edu/analytics/workshop-schedule/). One-to-one mentoring is also available at http://ibit.temple.edu/analytics/mentoring-schedule/.

Evaluation (for the Challenge)

All entries will be evaluated by the judges in two categories: visualization and analysis. Prizes will be awarded for each category separately and an entry can only win in a single category. The specific criteria for each category are:

- Graphic
  - o Clarity (how well the graphic stands on its own without additional explanation)
  - o Novelty/creativity (originality of thought; surprising way of approaching the data)
  - o Insight (graphic aids understanding of the data)
  - o Utility (ability of the graphic to aid decision making)
- Analysis
  - o Relevance (analysis relates to the problem statement)
  - o Completeness (degree to which the analysis answers the stated question)
  - o Depth (sophistication of the analysis)
  - o Consistency (conclusions consistent with the analysis)

Evaluation (for the Course)

Category (25% each)	4 (A-level)	3 (B-level)	2 (C-level)	1 (D or F-level)
Clarity	• The message conveyed by the graphic is very clear. • Graphic is simply constructed; does not contain more information than is necessary.	• The message conveyed by the graphic is somewhat clear. • Graphic is simply constructed; contains minimal unnecessary information.	• The message conveyed by the graphic is somewhat unclear. • The graphic contains more information than is necessary.	• The message conveyed by the graphic is unclear. • The graphic contains a great deal of unnecessary information.
Novelty/ Creativity	• The graphic represents significant original thought. • The graphic goes beyond simply summarizing the data.	• The graphic represents a substantial original thought. • The graphic goes beyond simply summarizing the data.	• The graphic represents little original thought. • The graphic mostly summarizes the data.	• The graphic represents no original thought. • The graphic simply summarizes the data.
Provides meaningful insight into the data.	• The insights revealed by the graphic are rather obvious.	• The insights revealed by the graphic are somewhat obvious.	• The insights revealed by the graphic are somewhat non-obvious.	• The insights revealed by the graphic are non-obvious.
Utility of the visualization in aiding decision-making	• Conclusions from the analysis are very actionable.	• Conclusions from the analysis are mostly actionable.	• Conclusions from the analysis are somewhat actionable.	• Conclusions from the analysis are not actionable.