**MIS5101 Final Project (Individual and Group Project)**

**Formulate a Solution for a Data Issue**

Important Dates and Deadlines (all deliverables are due via email)

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| --- | --- |
| Submit team membership | September 16, 2014 |
| Proposed topics due | September 23, 2014 |
| Topic confirmation by me | September 30, 2014 |
| Individual project brief due | November 4, 2014 |
| Group presentation and infographic due | December 2, 2014 |

Overview

Your team will formulate a solution for an actual business issue related to the collection, assessment, or analysis of data. Each project team will take the role of an internal or external consultant tasked with providing a managerial “briefing” regarding the issue and a recommended solution.

Forming Teams

You will form your own teams. I recommend the teams have four or five people. Make sure you select people with compatible schedules so you’ll be able to work together effectively.

One member of your group should submit to me via email (swattal@temple.edu) the members of your group (names and email addresses) by the deadline listed above.

Choosing a Topic

*Group Topic Selection*

The group project should focus on a real issue involving data. Preferably, it should have practical significance based on your own work experience. It can be a problem you’d like to solve within one of your group members’ organizations or industry. It can also be a new opportunity that has not yet been addressed within those organizations. Possible scenarios include:

* Data quality issues (incorrect, incomplete, or misleading data) within an organization.
* New opportunities for mining existing data sets using data analytics techniques.
* Developing standards for data across an organization or an industry.
* Collecting new data from customers or stakeholders that can be used to improve decision-making.

The more the topic reflects an actual practice within a company or industry, the more likely the experience will be valuable to you and your group. However, I realize that many companies have policies against sharing details about internal operations. You might also simply be uncomfortable about identifying your own organization. So keep in mind several things:

* You can change the details and “anonymize” the companies and groups involved in order to ensure confidentiality.
* You can select a project that involves less sensitive data.
* If there is an issue common to an industry, you can make your project about the industry and not about a specific company or organization.

Deliverables

**Individual Brief**

Each member of the group will create a two-page written brief. The purpose of this brief is to give each group member the opportunity to make a unique contribution to the overall project. It will also make creating the group presentation and infographic easier since much of the background research and analysis will already have been completed.

The individual briefs should be short – one to two single-spaced pages, not including references. Two pages is the **absolute limit** – submissions longer than this will not be accepted. The format can be an outline, as long as the content of the brief is clear.

Each group member’s individual brief will separately address the following items:

1. Provide the context for the issue. Describe key business issue that must be addressed.
2. What are the possible solutions? Explore two or three alternatives.
3. What do you think is the best solution given those alternatives? Explain why.

Each individual paper will be used by the group to inform the group’s final presentation and recommendations (see the next section).

**Group Deliverables**

Each group will submit two deliverables: a PowerPoint presentation and an infographic summarizing the group’s analysis. Both items will be submitted via email.

**The PowerPoint Presentation**

There is no “slide length” for the PowerPoint presentation, but your presentation should run **no longer** **than** **12 minutes, with 5 minutes** **at the end for a brief question and answer session**! This means you won’t be able to cover everything in great detail, so you’ll have to include only the most critical information in your presentation. Consider your infographic an “appendix” that summarizes your key points and analysis.

The group will be responsible for consolidating the individual briefs into the final product.

The presentation and infographic should deliver an integrated, coherent message. If the individual briefs are done well, you should be able to take most content directly from them to create the final deliverables.

The group’s task is to brief a knowledgeable management team, enabling them to make decisions based on your assessment. Assume that your audience is a team of senior-level managers (CxOs), but not necessarily in the Information Technology function.

While your presentation can contain some level of technical detail, it should be written and presented in business English and should focus on the issue, potential solutions, and an actionable recommendation. You should address the following broad questions (although at different levels of detail depending on the topic you choose):

1. Describe the issue. Why is it important? Why is it a data-related issue?
2. How does this issue impact the organization’s or industry’s standard business practices?
3. What are a couple of potential solutions?
4. What are the “best practices” within the industry? How do others deal with the issue?
5. Recommend a solution upon which management can act. Your recommendation should be more than just reiterating the first four points – this should be your group’s consensus (and the underlying rationale) as to what an organization should do to best deal with this issue.   
     
   **This is the most important part of your presentation, and should reflect a thoughtful analysis of the issue.**

**The Infographic**

Infographics are a tool to visually communicate information, especially quantitative information, in an impactful way. For this project, the infographic should summarize the key ideas of your presentation in a single image, with a focus on (1) the problem you’re trying to solve and (2) your final recommendation. Incorporate facts and figures into the infographic to make your case.

You should construct your infographic so that if someone only saw that single image they would understand what your project was about. If the graphic was on a poster, the viewer should get the main idea *without having seen your presentation*.

Some great examples of infographics are available here:

* <http://dailyinfographic.com>
* <http://visual.ly>
* <http://www.coolinfographics.com>

And a tutorial with some useful advice is here:

<http://www.netmagazine.com/tutorials/how-create-great-infographics>

You can use PowerPoint to create your group’s infographic, but I recommend using one of the web-based tools: Piktochart (<http://www.piktochart.com>), Infogram (<http://infogr.am>), or Visually (<http://visual.ly>). They have templates to get you started. These are all free, but there is also an expanded, paid versions of Piktochart and Infogram. Piktochart has educational pricing (more details on this will follow).

Citing Your Sources of Information

You must cite all of your sources in the body of your individual paper as well as in a bibliography. You should include a bibliography as the last slide in your presentation, and as footnotes in your infographic. Follow standard guidelines for citing print articles – the following Wikipedia page provides APA-style citation guidelines:

<http://www.apastyle.org/>

The text of your individual and group deliverables should be **in** **your own words**. Do not simply copy and paste pieces from articles (even if you cite them) to form your paper and presentation. Although, when properly cited, this is not necessarily plagiarism, just putting together words from other sources will signal a lack of understanding of the topic and a lack of effort on the part of the project team.

Grading Breakdown

# Individual Project Brief: 10% of final course grade

*The individual brief should provide background research with sufficient depth to provide insight and contribute to the group deliverables.*

# Group Infographic: 40% of Group Project Grade

*You will be evaluated on the quality of the information and the clarity of presentation of your infographic. Someone looking at your infographic should be able to understand the problem you examined and your proposed solution, backed up with figures that support your analysis.*

# Group PowerPoint Presentation: 60% of Group Project Grade

*You will be evaluated on the quality and clarity of your overview of the problem, alternatives, and proposed solution consistent with the five questions on page 3 of this document. Remember, you can’t cover every point in great depth – you’d run out of time. Instead, the presentation should be a well-thought out overview, although with sufficient depth for a management audience to understand the key issues and your recommendations.*