



Project 1 Briefing for MSc BIA

Siti Sophiayati Yuhaniz, PhD

Agenda

The topic

The lecturers

The format

Important Dates



MLDS

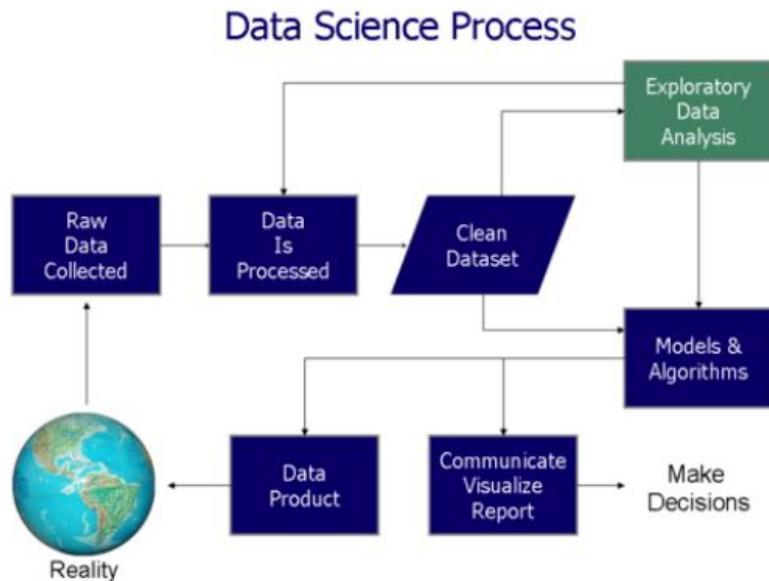
The Topic

You are expected to demonstrate at least one of these knowledge and skills in your project:

- Business Analytics/Data Analytics
- Business Intelligence
- Data Science
- Data Driven Problems

However, the project should not be **ONLY** about applying a certain technologies to solve the problem. You should incorporate research elements in the project. For example, you should have what are the research questions for this project, what is the contribution of this work in term of academic world e.g. (comparing with other previous work in the literature).

- **Business Understanding**
 - Asking the right question
- Data Understanding
- Data Preparation
- Data Modelling
- Visualization and Deployment



Schutt R, O'Neil C, (2014). Doing Data Science, Sebastopol, CA: O'Reilly.

Examples of Topics

Increasing the performance of compact car sales by predicting the right customer segments

- Example objectives:
 - To investigate data analytics techniques for predicting customer segments in compact car sales
 - To propose a predictive model using machine learning techniques
 - To evaluate the performance of the predictive model

A recommender system for better online shopping experience

More here: <https://www.kaggle.com/wiki/DataScienceUseCases>

The Lecturers

Dr Siti Sophiyati Yuhaniz (sophia@utm.my)

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Dr Suraya

Important Dates

WEEK	ACTIVITY	DATE	ATTENTION	REMARK
8	Midterm Break	3-9 April 2017	ALL	(excluding parttime)
14		18 May 2017 or before [PROJECT 1]	ALL	1% Deduction For Each Day Late - 3 Copies Report - Project Status Form Submit @UTMAIS Counter
		19 May 2017 or before [PROJECT 2]		
15	Presentation Project 1	22-26 May 2017	Project 1 Students	If Absent, Pls Provide Medical Certification For Absent. (Only From UTM Clinic/Government Hospital)
	Presentation Project 2	22-26 May 2017	Project 2 Students	
17	SUBMISSION of CORRECTION of Project 1& 2 Report(Max 5%)	8 June 2017 [PROJECT 1&2]	ALL Project 1 &2 students (FT/PT)	Submit corrected report to AIS Counter. Must submit two (2) copies of the corrected version.Examiner 1 will reexamine the corrected report.
18	Reexamination of corrected report of Project 1 & 2	09-Jun-17	Examiner 1	All marks to be handed to Respective Co-ordinators
19	BINDED thesis submission (subject to final approval of examiners)	13th June 2017	FINAL SEMESTER STUDENTS	Check report formatting before binding. Submit to AIS counter before 4pm. Three (3) copies with softcopy on CD. Failure of submission will risk
17 - 19	Final Examination	5-23 June 2017	ALL	

Legend

	Attention Project 2 students
	Attention Project 1 Students
	Attention for Project 1 & Project 2 Students
	Attention Examiners / Supervisors

<http://ais.utm.my/wp-content/uploads/2017/02/Project-Important-Dates-Sem2-2016-2017.pdf>

The Contents of the Report

Abstract

Chapter 1: Introduction

Chapter 2: Literature Review

Chapter 3: Research Methodology

Chapter 4: Initial Findings

References

Examples of previous projects

<http://ais.utm.my/sophia/msc-bia/>

Q&A



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Thanks!

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