2ND Major in ANALYTICS

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ANLY 482 MID-TERMS

8th October 2014

SR SIS 2.4

Table of Contents

2ND MAJOR IN ANALYTICS

Project Scope

Project Advisors

Seema Chokshi
Lecturer of Information
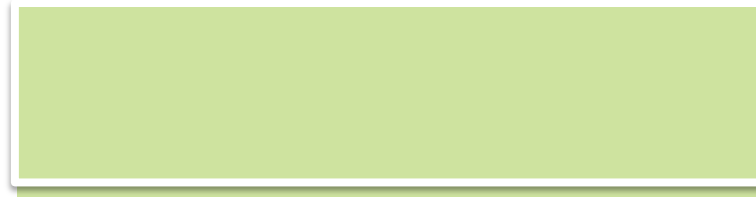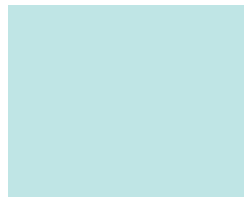Systems, Programme
Head, SMU
Undergraduate
Second Major in
Analytics

Daniel Koh
Instructor
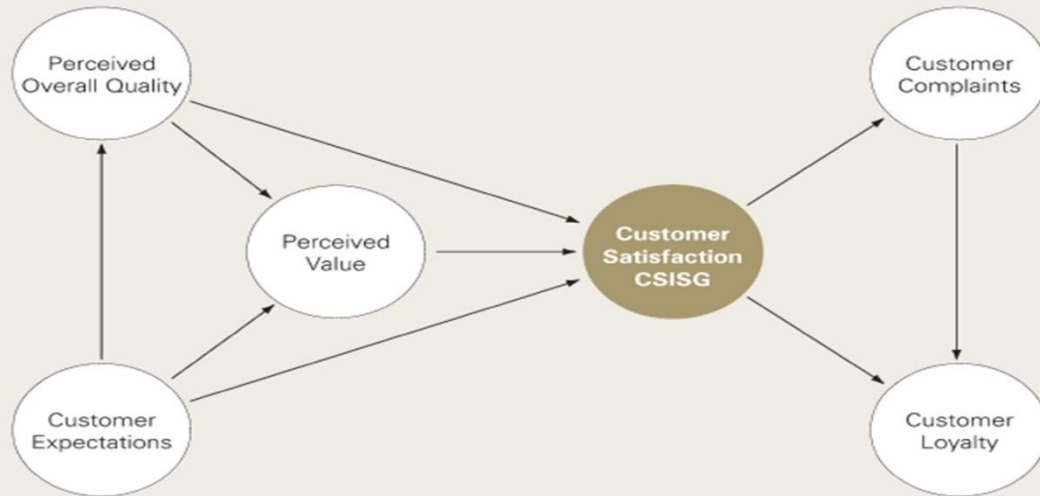Analytics Foundations
Analytics Practicum

Marcus LEE

Academic Director for the
Institute of Service Excellence
at SMU (ISES)

Project Scope

The CSISG Causal Model

Project Objective

The objective of this project is to produce a dashboard that shows trends of consumer satisfaction visually.

End User

Company Representatives.

Priority Circle

Primary

1. Interactive Visual Dashboard

Secondary

1. Deployment and hosting.
2. Documentation

Tertiary

1. Automation of Data Formatting
2. Predictive Analytics

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Approach and Heuristic

Approach: SDLC Software Prototype Model

```
┌──────────────────────────────┐
↓                              │
┌─────────────────┐      ┌─────────────────┐      ┌─────────────────┐
│   Requirement   │ ───→ │   Exploratory   │ ───→ │   Prototyping   │
│    Gathering    │      │  Data Analysis  │      │                 │
└─────────────────┘      └─────────────────┘      └─────────────────┘
      ↑                                                     │
      └─────────────────────────────────────────────────────┘
```

Heuristic Evaluation

* Jakob Nielsen's 10 general principles for interaction design

Interactive Design Prototyping (12 / 18)

Visual Analytics For Business Intelligence (8 / 18)

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Prototype Model

Feedback

1. Not Useful

Prototype Model

Feedback

1. Individual Line charts
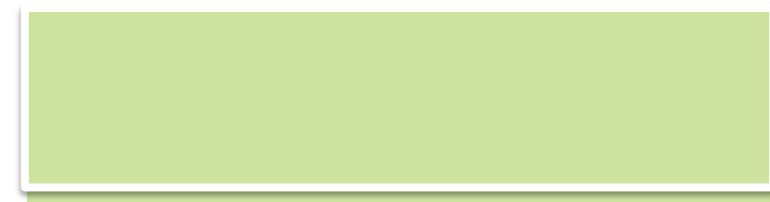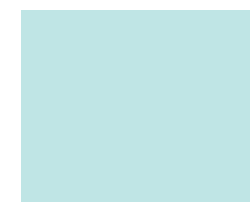
Prototype Model

Feedback

1. Misleading

Home | **Quick Glance** | **Parallel Coordinates** | **Demographic Dashboard** | **Sensitivity Analysis**
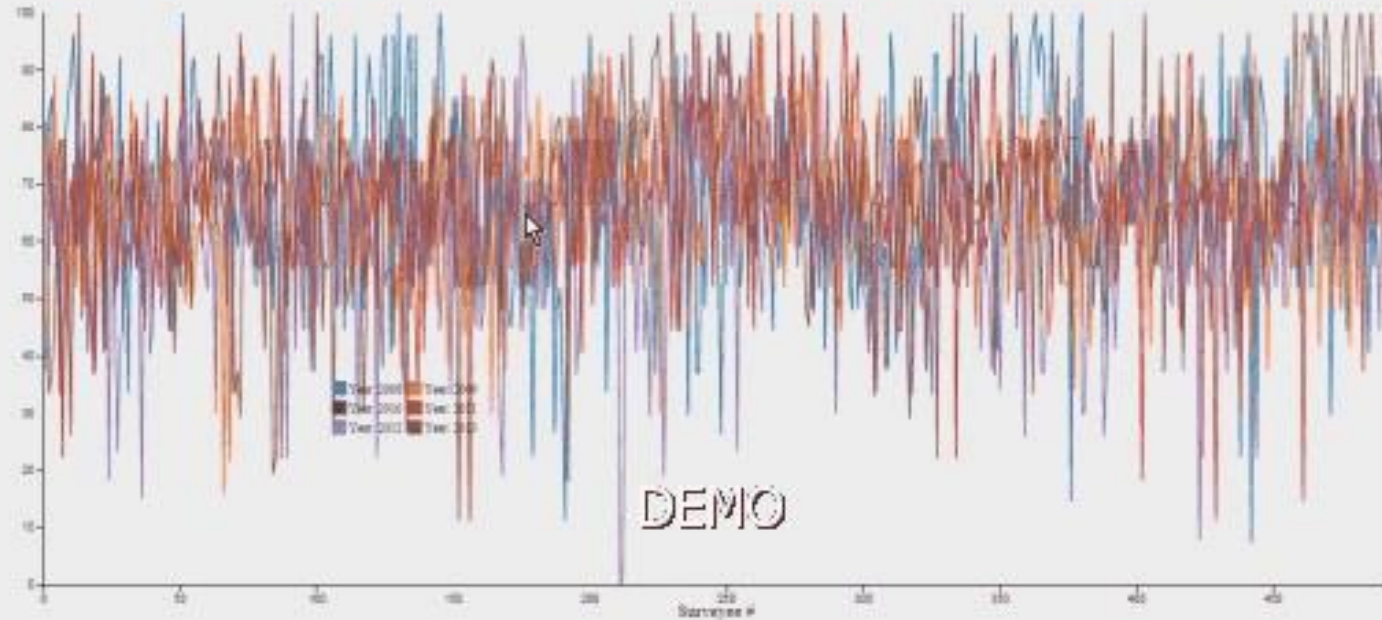
Feedback

1. Can re-use their regression model.
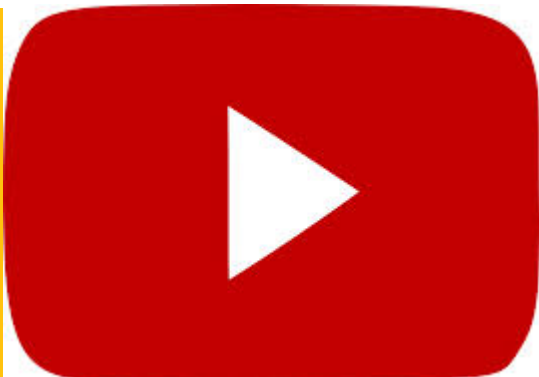2. Interesting

Prototype Model
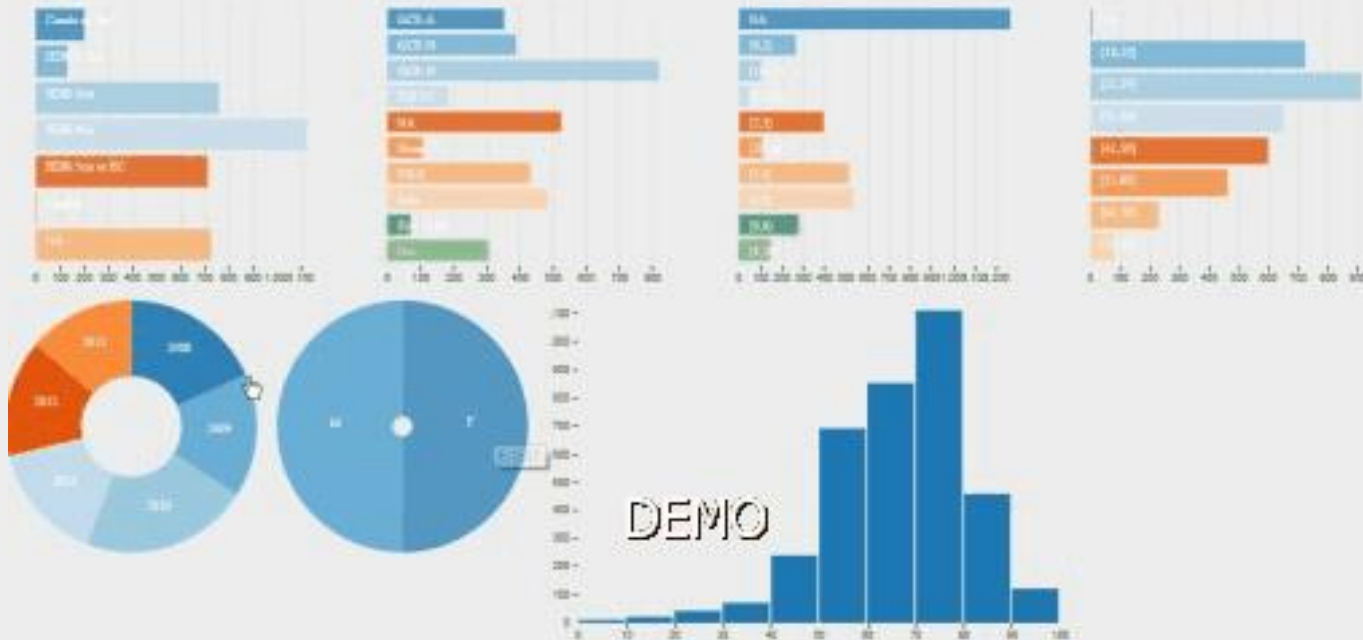
Feedback

1. Substitute Pie Chart
2. Integrate Line Charts
3. Satisfaction Histogram is useful

Dashboard Demonstration
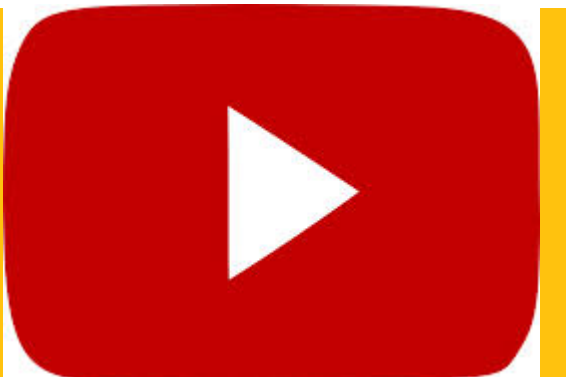
Team Metrics

Technology Used

boxjs — You send it, we pack it. Fast.

tableau SOFTWARE

CSS 3

Crossfilter

SAS

WampServer

dc.js – dimensional charting

HTML 5

jQuery — write less, do more.

php

D3-tip by Caged - LabRatRevenge
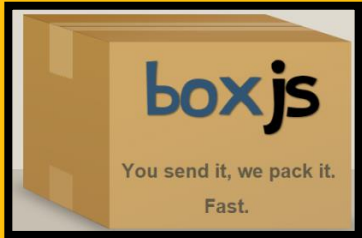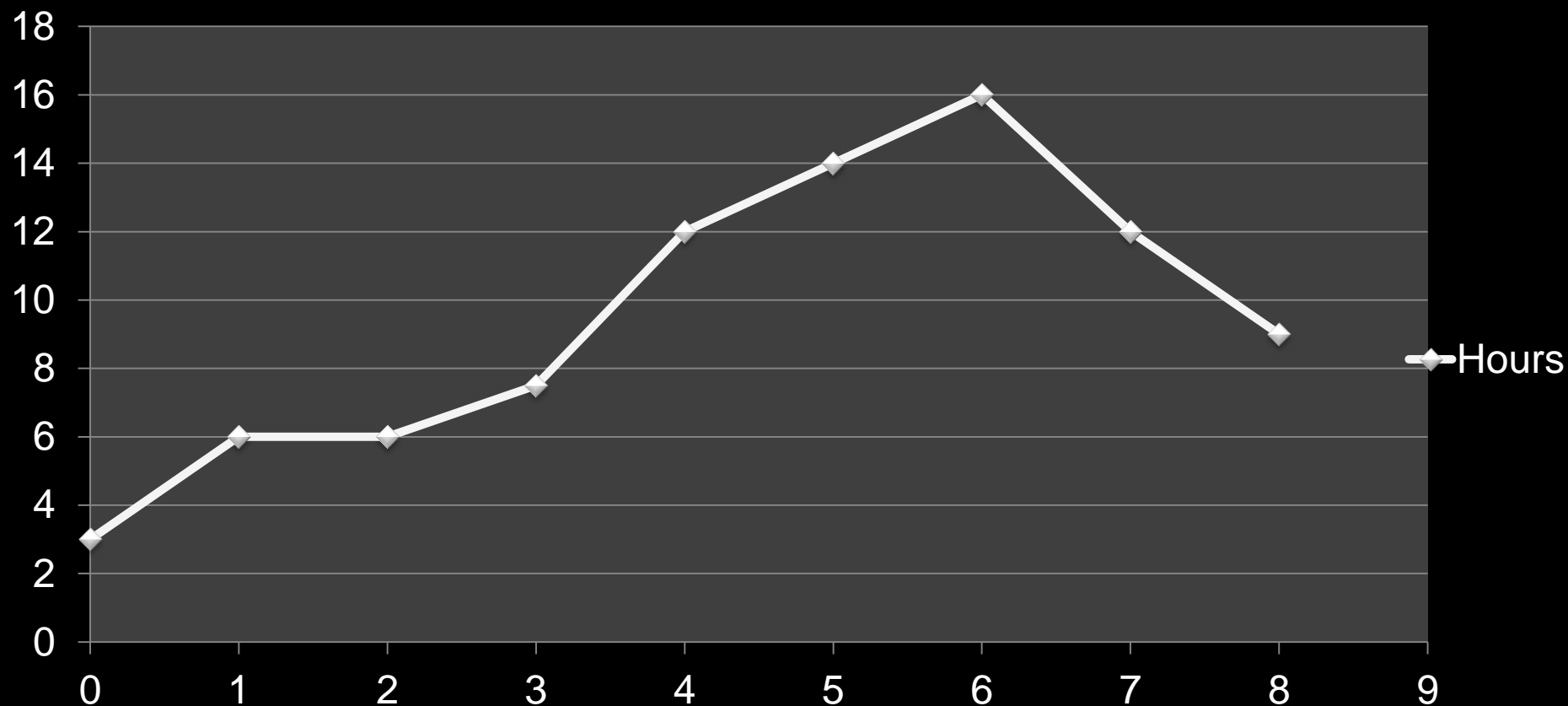
Initially, the idea was to use purely D3. However, as time progress, we learn other library & Tools to overcome certain limitations

D3

Weekly Hour Metric

Weekly Work Effort Per Person

Stakeholder Meeting List

Sponsor Meeting
: 3

Advisor Meeting
(Prof Seema & Instructor Daniel)
:10

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Moving Forward..

1. Continue the development of the dashboard.

2. Deployment concerns and considerations.

Moving Forward as a Team.

Thank you