

2ND MAJOR IN ANALYTICS



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ONLY 482 MID-TERMS

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SR SIS 2.4

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Project Scope



Project Advisors



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

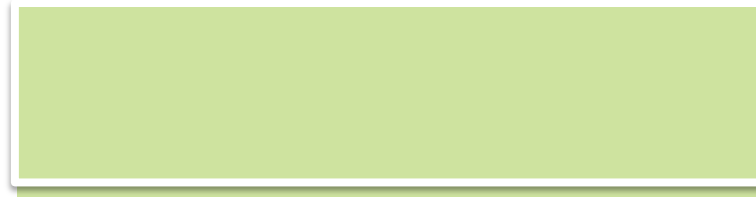
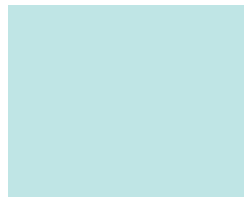


Daniel Koh
Instructor
Analytics Foundations
Analytics Practicum

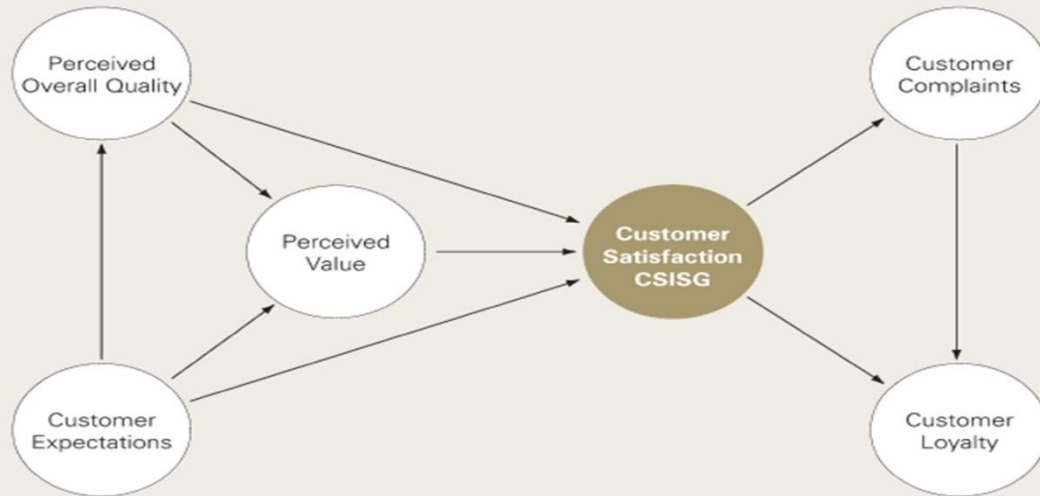
SPONSOR



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

Approach and Heuristic



Approach: SDLC Software Prototype Model



Heuristic Evaluation

** Jakob Nielsen's 10 general principles for interaction design*

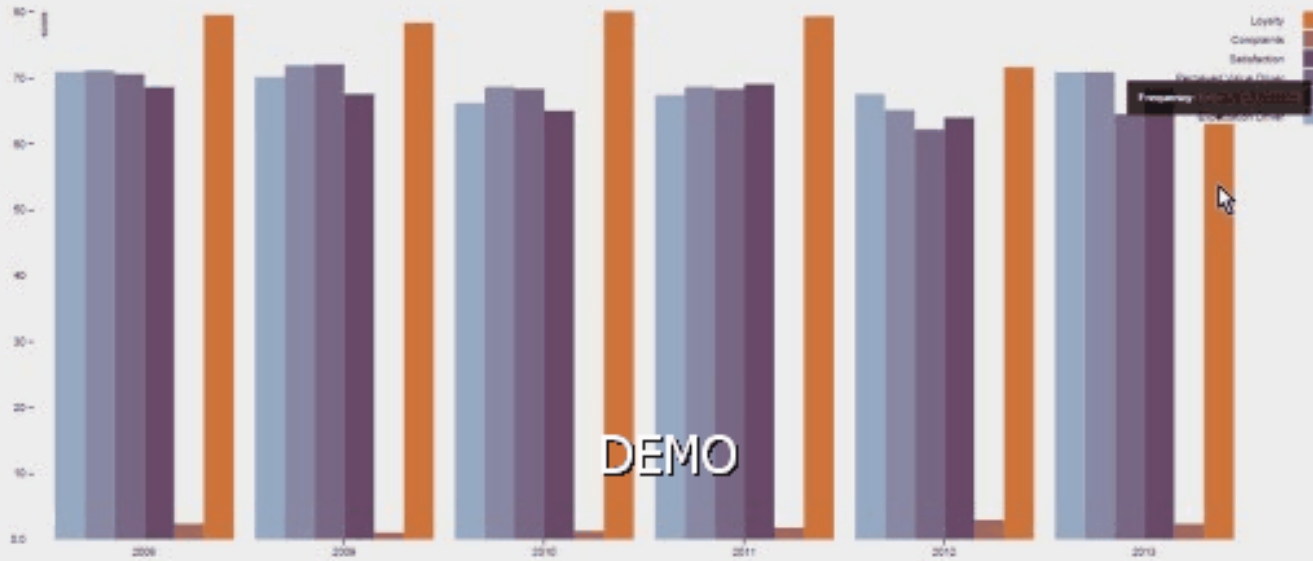


Interactive Design
Prototyping (12 / 18)

Visual Analytics For
Business Intelligence
(8 / 18)

Prototype Model

Home Quick Glance Parallel Coordinates Demographic Dashboard Sensitivity Analysis



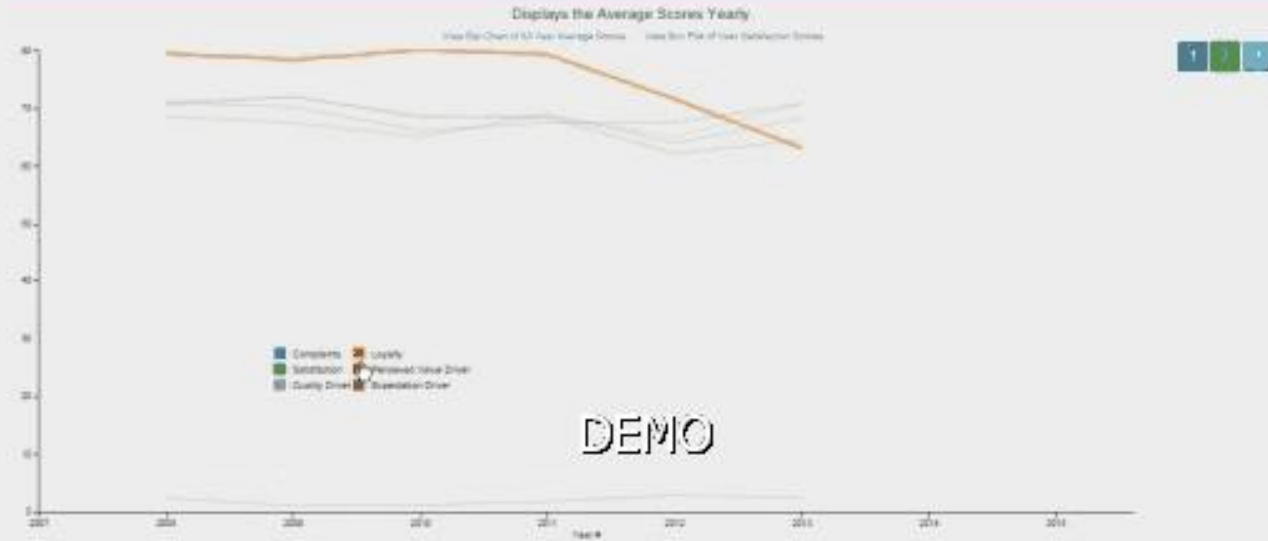
Feedback

1. Not Useful



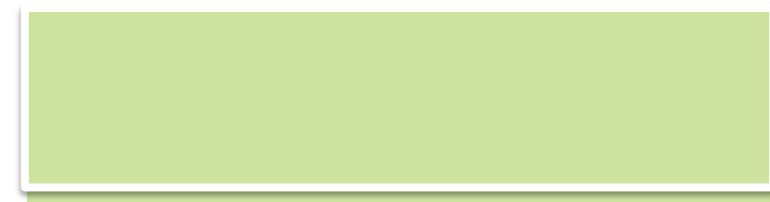
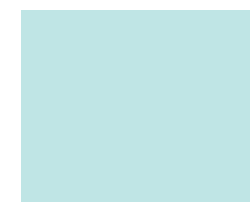
Prototype Model

Home Quick Glance Parallel Coordinates Demographic Dashboard Sensitivity Analysis



Feedback

1. Individual Line charts

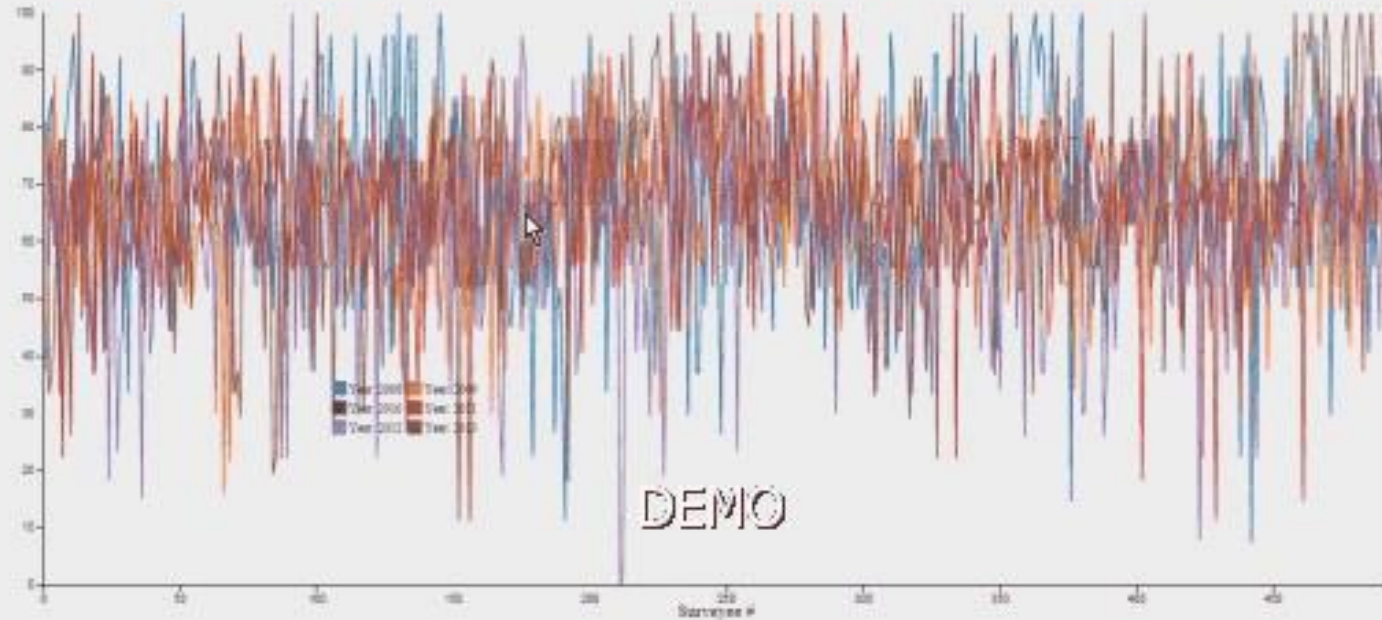


Prototype Model

Feedback

1. Misleading

Home Quick Glance Parallel Coordinates Demographic Dashboard Sensitivity Analysis



Prototype Model

Feedback

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

Home Quick Glance Parallel Coordinates Demographic Dashboard Sensitivity Analysis

Fill up the form below and see what the predicted satisfaction score is!
Expectation Driver + Quality Driver + Perceived Value Driver =

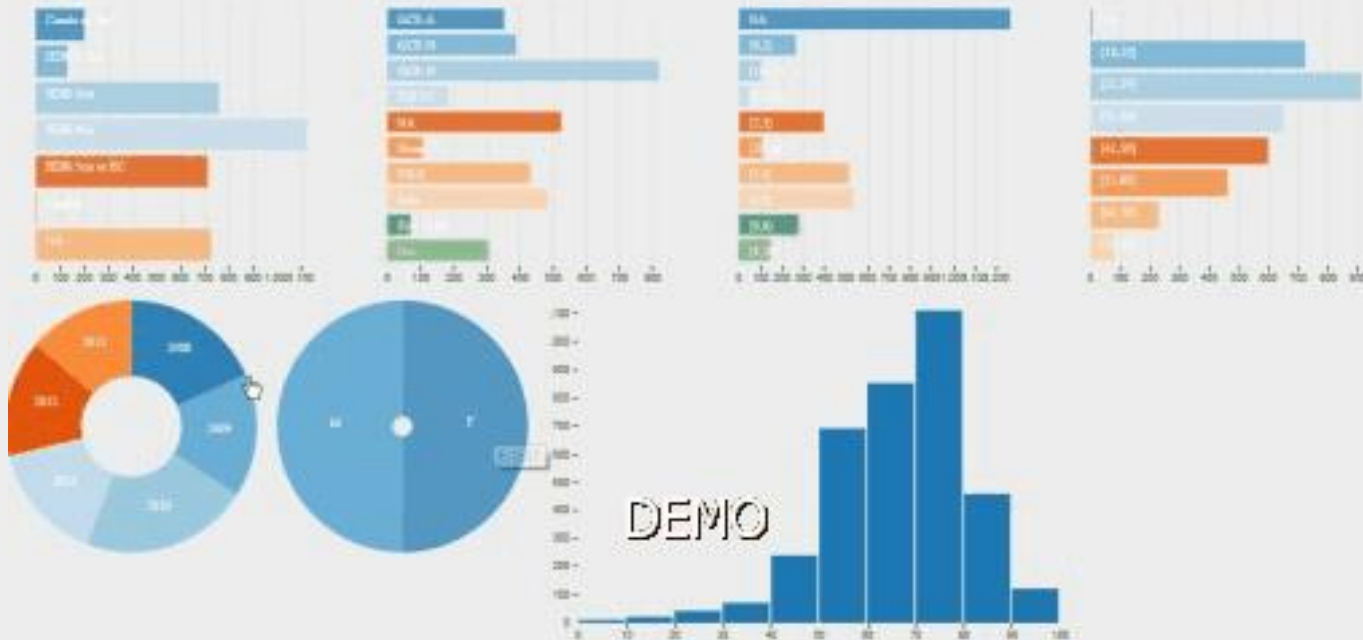
Customer Satisfaction Driver : 4

Question	Score	picture
The overall quality you were expecting to experience, where 1 means 'you were expecting very low quality' and 10 means 'you were expecting very high quality'?	<input type="text" value="5"/>	
How well were you expecting them to meet your personal requirements where 1 is not very well and 10 is very well?	<input type="text" value="1"/>	
How often were you expecting things to go wrong things where 1 now means very often and 10 means not very often?	<input type="text"/>	
The overall QUALITY you experienced, where 1 means very low and 10 means very high?	<input type="text"/>	
How well your personal requirements were met where 1 is not very well and 10 is very well?	<input type="text"/>	
How often things went wrong where 1 now means very often and 10 means not very often?	<input type="text"/>	
The price (INSERT NAME) charges, given the quality of their services?	<input type="text"/>	
The QUALITY of (INSERT NAME) products and services, given the fares they charge?	<input type="text"/>	

DEMO

Prototype Model

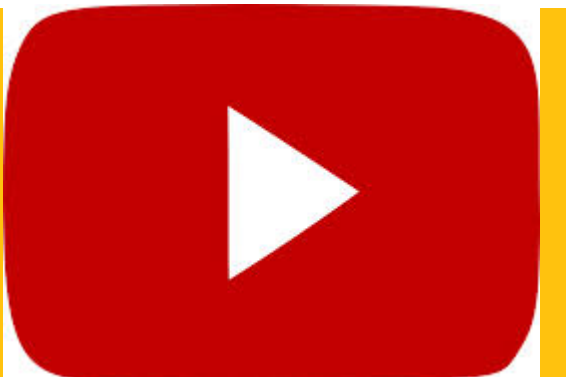
Home Quick Glance Parallel Coordinates Demographic Dashboard Sensitivity Analysis



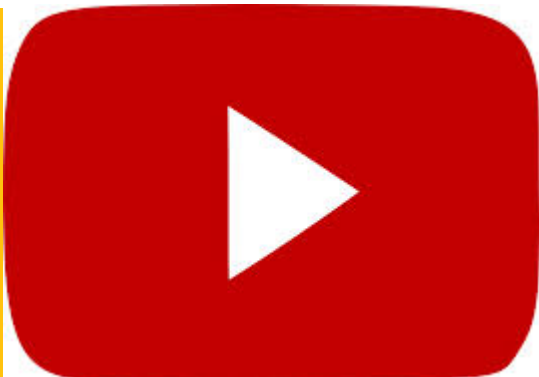
Feedback

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

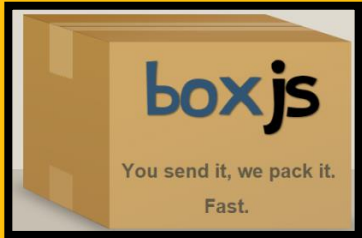
Dashboard Demonstration



Team Metrics



Technology Used

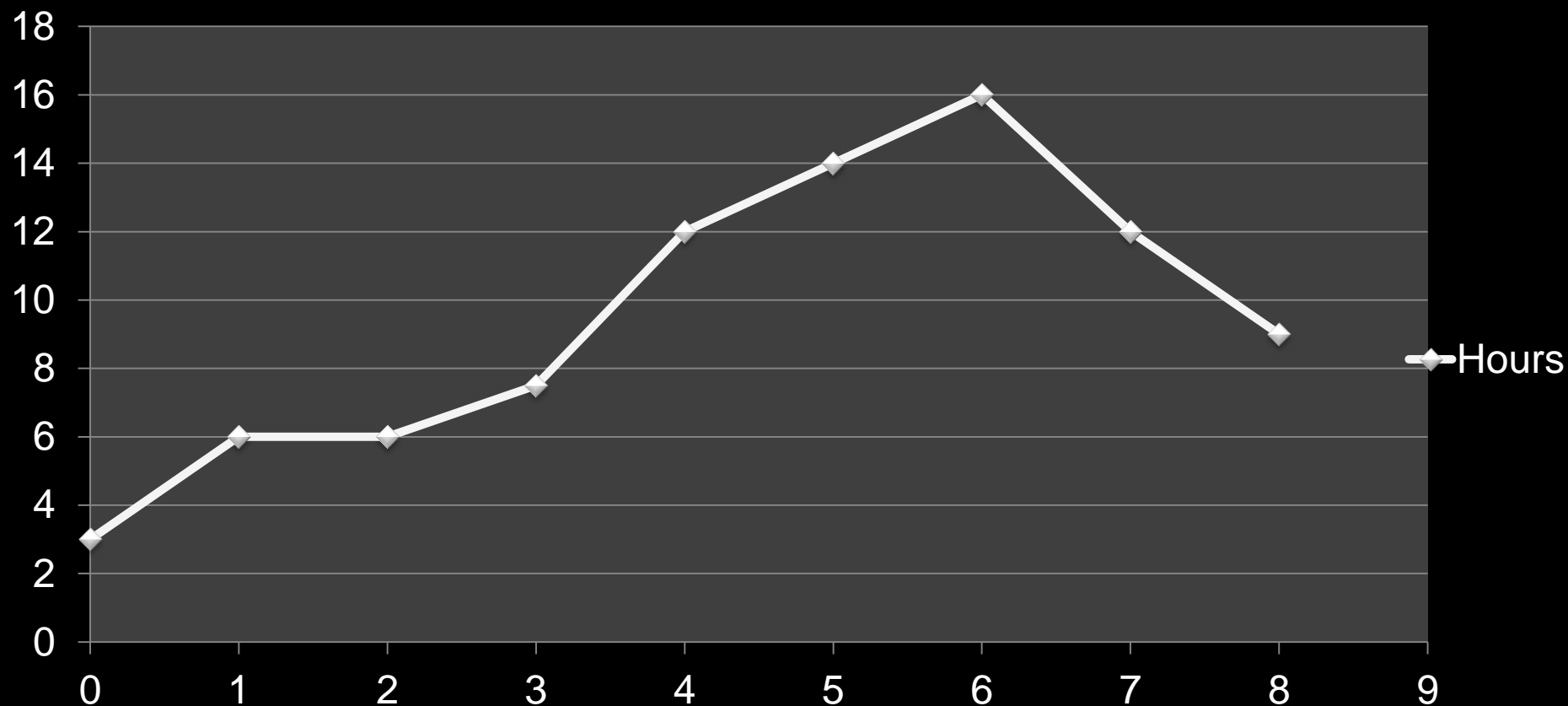


Initially, the idea was to use purely D3. However, as time progress, we learn other library & Tools to overcome certain limitations



Weekly Hour Metric

Weekly Work Effort Per Person



Stakeholder Meeting List

Sponsor Meeting
: 3

Advisor Meeting
(Prof Seema & Instructor Daniel)
:10



Moving Forward..

1. Continue the development of the dashboard.
2. Deployment concerns and considerations.

Moving Forward as a
Team.

Thank you

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A ANALYTICS

