

CMPS 480 Senior Project - Module 5: Business Analytics

Mark Voortman, Ph.D.

Course Modules

- [Module 0: Course Design](#)
- [Module 1: Defining the Prototype](#)
- [Module 2: User Interface](#)
- [Module 3: Database](#)
- [Module 4: Web Server](#)
- [**Module 5: Business Analytics**](#)
- [Module 6: Finding Customers](#)
- [Module 7: Refinements](#)
- [Module 8: Releasing the Prototype](#)

Module 5

- **Business Analytics**
- Part A
 - Design business analytics solution
- Part B
 - Implement business analytics solution

Objectives

- Upon successful completion of this module, you should be able to:
 - ...

PART A

Introduction

- Ideally use an approach from the **business analytics** class or **data mining** class and apply it to your prototype
- Can be fairly straightforward, e.g., based on descriptive stats
- What data is **available**?
- May need to **generate** data
- **Visualize** the data
- **Embed** predictions/insights in prototype
- Have to be **creative**

Overview

- Find a problem that can be solved with business analytics
- Identify what data is available (will be collected)
- If necessary, generate some data
- If possible, visualize the data
- Design a solution to the business analytics problem

Assignment

- See Canvas for details

PART B

Overview

- Implement the business analytics solution in the prototype (on the front end and/or back end)
 - Use design from last week

Assignment

- See Canvas for details

THANK YOU!