

# Instruction for the Business Intelligence project

The BI project is **mandatory** to pass the BI exam.

It can't be delivered at any time, but only by the deadlines shown the course web page. Once you upload on the shared drive – in the BI project folder – your project, pls remember to write the project title and delivery date on the shared spreadsheet

<https://docs.google.com/spreadsheets/d/11P7xkkcAjXacNtjNsxq83cTYvb2zBmps/edit#gid=1203461692>

(all the projectmates should do this)

When uploading the project, give it the title: Name1-name2-name3.pdf where namex is the family name of each of the project authors (e.g. Johnson-Rossi-Elizarova.pdf). **A max of 3 authors is allowed.**

## Here is a description of the project:

a) Choose a business domain and a dataset. Datasets can be found on one of several open data platforms such as <https://www.kaggle.com/datasets> <https://www.opendatarepository.org/projects/> and many many others. It is great if you can create your dataset by joining more datasets, such as traffic data <https://www.tomtom.com/traffic-index/> with city bike rental data, etc.

b) Given the description of the data, identify one or more **strategic business objectives** and drill down to a number of descriptive, prescriptive and predictive objectives. List these objective separately and motivate each of them (how the specific objective may contribute to the strategic business objective).

c) Using Watson Studio, refine the data until ready for data analytics

d) To answer the descriptive questions, identify the best visualizations. You can use both the Watson Studio dashboard and Flourish. Be creative! Don't use only histograms and pie charts.

e) Identify the variables you want to learn predicting using AutoAI. Apply AutoAI and show the performance and the attributes mostly contributing to the prediction.

d) Create a written pdf report where you describe your work (steps a-e) with all the created visualizations. Draw the conclusions.

The final report, to be uploaded onto the BI project subfolder, must have the following sections:

- 1) Introduction: describe the business context and strategic objective
- 2) Data description: describe the source of data and the attributes.
- 3) Descriptive, Predictive and Prescriptive questions you aim to answer and how they contribute to the strategic objectives
- 4) Data refinery
- 5) descriptive analysis and visualizations
- 6) Predictive analysis and autoAI
- 7) Final remarks and conclusions

Examples of past years' projects can be found on the shared drive folder.