DSBA-6276: MBAD-6276: Consumer Analytics
SPRING 2018

5:30-8:15 PM, Mondays
Center City Building; Room 905
UNC - Charlotte

Instructor: Booshra Ahmed
E-mail: bahmed@uncc.edu
Phone: 704-441-2797
Office Hours: By appointment

Required Course Materials

Readings in this course consist of a mixture of cases and articles -- no textbook is required. The syllabus, additional course material, and lecture slides will be posted in Canvas. All material is organized by the class number it belongs to.

Course Description

Today's consumers are more empowered and connected than ever. Businesses worldwide face a fundamental change in the ways that consumers interact with brands and each other. Data about our browsing and buying patterns are everywhere. From credit card transactions and online shopping carts, to consumer loyalty programs and user-generated ratings/reviews, there is a staggering amount of data that can be used to describe our past buying behaviors, predict future ones, and prescribe new ways to influence future purchasing decisions. Why predict how consumers will behave? Because this will allow you to deliver products and services where consumers want, the way they want – their networks, and relationships.

In light of these fundamental changes, the overarching goal of this course is to help you learn the key areas of consumer analytics including descriptive analytics, predictive analytics, prescriptive analytics, and their application to real-world business practices. Learning these theories of the field of analytics would help you make informed business decisions. This course is not intended to prepare students to perform consumer analytics.
Course Objectives

At the end of this course, successful students should be able to:

- Recognize the ways in which businesses and non-profits use consumer analytics to engage consumers
- Understand the foundational vocabulary and terminology of consumer analytics as well as the technologies involved in order to effectively communicate tactics, strategies and decisions related to consumer data
- Comprehend the changes to marketing processes in a new economy that features interactive technology which allows for engaging consumers in dramatically different ways from the past
- Understand the major methods of consumer data collection used by companies and understand how this data can inform business decisions
- Critically evaluate a wide variety of commonly used tools used to predict consumer behavior and identify the appropriate uses for each tool
- Learn key ideas about consumer analytics and how the field informs business decisions
- Understand the history of consumer analytics and latest best practices at top firms

Course Requirements

- Basic statistics knowledge (correlation, standard deviation, parameter estimation, regression analysis, probability etc.)
- Laptop for hands-on SAS classes (refer to the syllabus for dates)

Students in MBAD/DSBA 6276 can earn 100 points total over the course. The total points earned will determine the final grade:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100</td>
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<tr>
<td>B</td>
<td>80 – 89</td>
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<tr>
<td>C</td>
<td>70 – 79</td>
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<tr>
<td>F</td>
<td>69 and below</td>
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Grading:

The final grade will be determined on the following weights:

- Class Participation/Attendance 20%
- Individual paper 20%
- Group Project 30%
- Final 30%

1. Class Participation/Attendance (20%)

Attendance is obligatory since 20% of your grade is based upon active engagement and participation in class discussions and exercises. MBAD6276 is highly participatory and interactive. Failure to attend the entire class meeting and failure to actively participate will adversely impact your final grade. Quality contributions which are relevant to the discussion will improve your participation grade. I will call on students at random to open case and assignment discussions. Your participation grade will be significantly hurt if you are called upon to offer your analysis on a case or assignment question and you are not prepared.

It is also worth noting that class attendance is critical to doing well in my course. Should an extreme situation arise, I must be notified prior to the class period. If you miss 3 or more classes I reserve the right to fail you.
2. **Individual Paper (20%)**

There will be six (6) Individual Papers assigned in this course. Refer to the Class Schedule. Each paper is expected to be a 2 page, double-spaced, 12 point font, and 1 inch margin write-up on the assigned readings.

As part of this deliverable, you will develop a coherent perspective on the content of the article and discuss your ability to apply the material to an organization or activity of your choice.

3. **Group Project (30%)**

Each group will develop an integrated descriptive, predictive, and prescriptive data analysis report for a true corporation. The report will include consumer data analytics strategy and recommended implementation methods that will be necessary to make the prescriptive analysis successful.

Requirements:
- The report will be factual and analytical. The goal is for you to assess the gaps (performance or opportunity) in a company’s existing marketing space (e.g., consumer segmentation & targeting, social media campaign, prospective new consumer identification etc.), collect data to describe consumer behavior and interpret your data to make decisions, use data about actions in the past to make predictions about actions in the future, and finally make recommendations for actions you can take to achieve your business goals.
- Data can be collected from different sources, but my recommendation is for you to create your own survey, and collect data for your project through your survey.
- You will submit your project in 4 phases (refer to the Class Schedule for the due dates).
  - Phase 1: Project proposal submission & presentation
  - Phase 2: Data analysis presentation
  - Phase 3: Final presentation with recommendation
  - Phase 4: Final written report

More details on each phase will be provided in the class.

Your contribution to the Group Project will be evaluated by each member of your group, a confidential peer evaluation sheet is due on the day of final presentation. The template for evaluation will be provided in the class.

Note: Peer evaluations will be included in your individual grade for the group project. The oral presentation will be delivered through PowerPoint. All group members are to speak during all phases of the project. Your presentation will be evaluated by the instructor and all your classmates.

4. **Final Exam (30%)**

Final exam will be a combination of multiple choice and essay questions and require you to answer questions in a holistic way based upon the reading, class discussions and course concepts. Make-up exams will be given only under extreme circumstances with prior approval from the instructor. Students who miss the examination will receive a grade of “0.”

**Grade Appeals**

If you feel you were graded unfairly or harshly, students may appeal it according to the following guidelines:
- In writing, specify the reason for your appeal.
- Turn in your appeal no later than one week after the paper has been graded.
- The exam in question will be re-graded; note that your grade can go Up or Down due to re-grading.
Guest Speakers:
We will have guest speakers who will expose you to real-world, life experiences from the position of someone who has been there and done that. The purpose is for you to see the insight and perspective of an industry expert's particular field including analytics.

Academic Integrity:
Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

Statement on Diversity & Disability:
The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes. Diversity is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.
UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office at Fretwell 230.

Tentative Class Schedule:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Required Reading</th>
<th>Assignment Due</th>
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<tbody>
<tr>
<td>Week 1</td>
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<tr>
<td>Week 2</td>
<td></td>
<td></td>
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<tr>
<td>Jan 29</td>
<td>Descriptive Analytics: Survey Overview and Design – SAS Classwork</td>
<td>Bring laptop to class with SAS installed and the two datasets loaded onto the laptop</td>
<td>Individual Paper 2 Due (online)</td>
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<tr>
<td>Date</td>
<td>Week</td>
<td>Topic</td>
<td>Details</td>
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<tr>
<td>Feb 5</td>
<td>Week 4</td>
<td>Descriptive Analytics: SAS Classwork</td>
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<td>Feb 19</td>
<td>Week 6</td>
<td>Guest Speaker Bill B (HBS) Case Study</td>
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<td>Feb 26</td>
<td>Week 7</td>
<td>Predictive Analytics: Predictive Questions, Regression Analysis</td>
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<td>Mar 12</td>
<td>Week 8</td>
<td>Predictive Analytics: Regression Analysis SAS Classwork (SAS)</td>
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<td>March 5</td>
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<td>SPRING BREAK</td>
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<tr>
<td>Apr 2</td>
<td>Week 11</td>
<td>Prescriptive Analytics: Using Data to Maximize Revenue</td>
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<tr>
<td>Apr 16</td>
<td>Week 13</td>
<td>Application to Analytics</td>
<td><a href="http://knowledge.wharton.upenn.edu/article/finding-the-right-tool-to-unlock-the-power-of-data/">http://knowledge.wharton.upenn.edu/article/finding-the-right-tool-to-unlock-the-power-of-data/</a></td>
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<tr>
<td>Apr 30</td>
<td>Week 15</td>
<td>The perils of Data Efficiency; End of Class</td>
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<tr>
<td>May 8</td>
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<td>FINAL EXAM</td>
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Instructor Bio

Booshra Ahmed has over 19 years of corporate and ‘Big 4’ consulting experience in Enterprise Social Media, Digital Marketing, Enterprise Big Data, Global Corp Social Responsibility, Global Human Resources, Finance & Administration Technology Services, and ERP (PeopleSoft, Oracle, SAP), together with Executive MBA from Harvard Business School.

Her experience includes senior leadership and management positions in both Information Technology and Business Service Delivery. Currently, she is in charge of the strategic planning and roadmap for the next generation of digital products dedicated to 34.5MM Digital and 22.4MM Mobile Clients globally.

Ms. Ahmed also serves as a Leadership Council member on the Bank of America’s Global Diversity & Inclusion team; she also serves as a Business Development & Marketing Committee member on Charlotte Bilingual Preschool – a nonprofit organization. Additionally, Ms. Ahmed is a faculty member at Harvard Business School Club of Charlotte for a course geared toward mid-career executives.

Prior to joining Bank of America, Ms. Ahmed was with Duke Energy Corporation and Accenture.