

Happy New Year

2016

MSBAPM Newsletter

December 2015

UCONN SCHOOL OF BUSINESS

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- **Feb 2 : Due Date for Final Add/Drop of Subjects**

SAS Visual Analytics



Tableau



Overview

SAS Business Intelligence package offers business owners an all-in-one tool for data analysis. It is mainly comprised of analytics software that can handle all of the statistical analysis that a company requires. Functions include mining and managing to fetching important information from a variety of sources and even adapting that information, all for the purpose of analyzing the data for future use.

The SAS Business Intelligence software allows users to handle, understand, and analyze their data in both past and present fields, as well as influence vital factors for future changes. Users can also create and publish reports based on their findings so that others in their field can share the information and input suggestions. The graphic presentation is another benefit that many businesses find useful when presenting their findings to others

Tableau is a BI-focused software company that produces a wide range of interactive visualization tools that help businesses analyze large quantities of data in a quick, intuitive, and user-friendly way.

Data

It can handle larger volumes of data natively. For instance the generic 'small' instance of SAS VA would be using a 16 node cluster and 384 GB RAM. All the data queried by SAS VA is loaded into memory and then processed. as such it is a true 'in memory' analytics engine.

Tableau on the other hand is best suited for SME and medium segment businesses, it does support some reporting features natively that SAS VA sells as add-on. Tableau runs out of the box on your standard desktop and can be installed much like MS office, etc.

PROS

SAS Analytics is excellent for modeling. You can use a variety of modeling techniques and SAS Analytics produces robust reports on the model you are creating.

SAS Analytics is excellent for data exploration. It has good etl capabilities, and once you have the data loaded you can perform a lot of statistics and other explorative measures.

Data Connectivity. Tableau Desktop supports an incredibly vast array of data sources, and does so very efficiently. Everything from Excel Data Sheets, to advanced databases to your online Analytics account.

Data Visualization. Tableau's built in data visualizations follow and even suggest best practices for all kinds of data types and cuts. It also has a superb dashboard capability which becomes more versatile with each release.

Data Filtering. With the simple use of consistent data points and parameters, Tableau allows for a report to be filtered based on any data dimension. This allows for efficient and easy report automation and duplication.

CONS

SAS Analytics does not have very good graphic capabilities. Their advanced graphics packages are expensive, and still not very appealing or intuitive to customize.

SAS Analytics is not as up-to-date when it comes to advanced analytical techniques as R or other open-source analytics packages.

Dashboard Formatting - while the dashboard capability is robust and easy to use, it can be difficult at times to do some of the finer detailing, like formatting, coloring and highlighting. Once mastered, it is again very versatile, but is not as intuitive and there is a learning curve.

An Undo Button! Tableau current does not include an 'undo' button which can be extremely irritating if you make a mistake that is difficult to reverse.

Table Joining - the interface/wizard used when attempting to join tables and connect different data sources is not as intuitive as it could be, which makes it difficult to perform some of the incredible data connectivity that is available.

TOP INDUSTRIES

Financial Services Firm : 21%

Insurance Company : 8%

University : 8%

Manufacturing Company : 8%

Financial Services Firm :19%

Manufacturing Company : 7%

Healthcare Company : 6%

Energy/Utilities Company :6%

PRICING

SAS Business Intelligence Suite (Analytics Pro) - This includes the base SAS server, SAS/STAT and SAS/GRAPH \$8000

Additional Users - Cost per user \$1710

Tableau features five major products, each with its own pricing solution.

Tableau Desktop:- A drag-and-drop desktop program that allows users to quickly analyze, sort, and visualize big data in record time. (Pricing: Professional edition - \$1,999 per user, first year; \$399 per year thereafter. Personal edition - \$999 per user, first year; \$199 per year thereafter)

Tableau Server: -Browser-based analytics with an interactive dashboard. Sharable, usable BI available for desktop and mobile use.

Tableau Online: -The hosted version of Tableau Server, enabling users to share live, interactive dashboards within the company as well as with partners and customers. (Pricing: \$500-\$1,000 per user, per year)

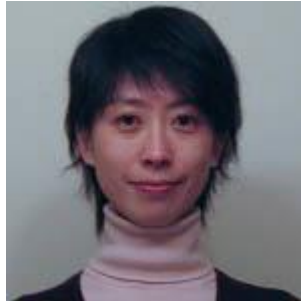
Tableau Reader: Desktop. (Pricing: Free)

Tableau Public: - (Pricing: Free)

Online Product Reviews: an online word of mouth

By Xinxin Li

My research interest lies in studying the economics of information technology, with particular emphasis on the implications of new technology to consumer



welfare, firm pricing and competitive strategies. My research is interdisciplinary and spans information systems, marketing, and economics. My current work studies the economic impacts of online word of mouth, social media and mobile technology, and employs two categories of methodologies: game theoretic modeling and econometric analysis.

In this article, I introduce one main research stream of mine that focuses on understanding how online word of mouth affects consumer purchasing behavior, and correspondingly firm profitability and social welfare. Consumers now have access to one prominent source is online product reviews written by peer consumers. It is traditional offline word of mouth communication, it is mostly anonymous and unprecedented in scale in terms of data and reach in terms of consumer behavior.

My early research identifies three types of bias in online product reviews in order to formulate optimal strategies to different market participants in the presence of review bias.

Self-Selection Bias. Early buyers may have different preferences than do later buyers regarding the quality of a given product. For example, new releases

of books are often purchased by avid fans of the authors' previous books, who tend to assign higher ratings than do consumers in the general population. In [1], we confirm the existence of such preference differences in online book reviews, and find evidence to support the hypothesis that users of early product reviews do not fully correct for these preference differences, when interpreting ratings and making purchases.

Price-Influence Bias. In markets where product prices change frequently, these price-influenced reviews may be biased as a signal of product quality when used by consumers possessing no knowledge of historical prices. In [2], we quantify the price effects in consumer reviews for different formats of review systems, using actual market prices and online consumer ratings data collected for the digital camera market. We find that unidimensional ratings, commonly used in most review systems, are more closely correlated with the ratings of product value than the ratings of product quality, and thus are substantially biased by price effects if utilized as a signal of product quality.

Context-Dependent Bias. First, previous reviews may influence a buyer's expectation before purchase and thus post-purchase satisfaction, and hence the review written by the buyer. Second, existing reviews may be more likely to attract a buyer with a different opinion, since publishing a different opinion draws attention and enhances self-recognition. In [3], we find that when product quality remains constant, later reviews tend to differ from previous reviews. In addition, this difference is moderated by the popularity of the product, the variance of previous reviews, whether later reviews explicitly refer to

previous reviews, and the age of the product and the reviews.

Overall, my work on review bias contributes to the online word of mouth literature in two folds. First, it identifies three types of bias in online product reviews, which have not been examined previously. Second, it emphasizes the importance to understand the process in which this new form of product information is generated, before drawing any conclusions on its impact on product sales, whereas the latter has been the focus of most early studies in this literature. It is useful for the websites designing review services to improve the efficiency of reviews in signaling product quality, for example, by explicitly expanding review dimensions to separate perceived value and perceived quality. Firms could also benefit from adapting their marketing strategies to how online reviews are generated and utilized. For example, firms can alter their marketing strategies, such as pricing, advertising, or product design, to encourage consumers likely to yield positive reports to self-select into the market early, and to generate positive word of mouth for new products.

In [4] we develop a game theoretic model to examine how the informativeness of consumer reviews influences firms' pricing strategy and consumer welfare for repeat purchase products. This work adds to the online product reviews literature by incorporating the dynamics of repeat purchase and the implications of review informativeness. By including repeat purchase, our model captures the willingness to pay on the part of consumers who have not tried the products, but also their additional effect of altering consumers' propensity to switch among products. Incorporating the mediating effects enables us to recognize, for the first time, the non-

monotonic effect of reviews on price competition as review informativeness increases. The key managerial insight from this observation is that competing firms may want to facilitate reviews in some markets but not others.

I am continuing my work in this research stream and my current ongoing projects in this area look at three new research questions: First, how should firms optimize their information disclosure policy given the presence of online product reviews? [5] Second, how do individual characteristics and product characteristics moderate the effect of online product reviews on customer patronage? [6] Third, how does online word of mouth affect channel disintermediation for information goods? [7] Our findings will further advance our understanding on the economic impact of online word of mouth on individual behavior, seller strategy, and market outcomes.

How to Use Your Break for Career Development

By Katherine Duncan

Congrats, you did it!

Another semester is in the books and now you will get some well-deserved time off from school. However, during your downtime it is best to refocus on your career development goals! Here are some ideas and tips for using your vacation time wisely!

- Attend holiday parties for networking – use the **holidays as an ice breaker to start conversations**
- When you get together with friends/family talk to them about their professions and companies. **What trends are they seeing in the market? How do they like where they work?**

- Do **research on target companies**, make a **list up to 40+** that you want to pay close attention to
- Work on your LinkedIn profile, add connections, **participate in group discussions**
- **Volunteer!** It's good for networking, adding to your skills, and helping others
- Ask people in your network for informational interviews, you have the time and flexibility!
- Commit to your future job search by preparing your application documents – resume & cover letter

Don't take the holidays off, utilize your time to get ahead! The next semester, classes, and homework will be here before you know it. So plan ahead to be more successful in the long run!

Season of Festivals: December

By Tanvi Kalevar

December is the season for festivals; with the cold winds and the snow comes a month swarming with festivals. The irony lies in how comforting these celebrations are and how it converts the chilly winds into an environment of happiness and warmth.

- **Bodhi Day:** On 8 December is the Day of Enlightenment. This day marks the celebration of the day the historical Buddha (Shakyamuni or Siddhartha Gautama) experienced enlightenment (also known as Bodhi). In Sri Lanka and South East Asian countries it is the Festival of lights.
- **Hanukkah:** Is in Modern Hebrew; a transliteration also Romanized as Chanukah also known as the Festival of Lights, Feast of Dedication. It is an eight-day Jewish holiday commemorating the re-dedication of the Holy Temple (the Second Temple) in Jerusalem at the time of the Maccabean Revolt against the Seleucid Empire of

the 2nd century BC. Hanukkah is observed for eight nights and days, starting on the 25th day of Kislev according to the Hebrew calendar, which may occur at any time from late November to late December in the Gregorian calendar.

- **Yule:** Is a Pagan winter festival that was celebrated by the historical Germanic people from late December to early January.
- **Yalda:** On 21 December is regarded as the turning point or Winter Solstice. As the longest night of the year and the beginning of the lengthening of days, Shabe Yaldā or Shabe Chelle means 'birthday eve.' According to Persian mythology, Mithra was born at dawn on 22 December to a virgin mother. He symbolizes light, truth, goodness, strength, and friendship. Herodotus reports that this was the most important holiday of the year for contemporary Persians. In modern times Persians celebrate Yalda by staying up late or all night, a practice known as Shab Chera meaning 'night gazing'. Fruits and nuts are eaten, especially pomegranates and watermelons, whose red color invokes the crimson hues of dawn and symbolize Mithra.
- **Christmas:** 25th December, honors the birth of Lord Jesus Christ. It is a cultural holiday for the rest of the world. It is a festival of lights and warmth where families gather together and have a feast. The Christmas Season (called Christmastide) ends on January 6 or the Twelfth Day of Christmas, in which Epiphany is remembered.

UConn Graduate Consulting

About UGC

UConn Graduate Consulting is a team of forward-thinking professionals that delivers consistent and immediate impact and builds sustainable competitive advantage.

We work with small and medium sized enterprises to help them drive optimal value out of their current business while maximizing potential for future growth opportunities. The diverse background of our students from various graduate level programs at UConn allows us to utilize a wide variety of business tools for our clients.

One of the past projects

Carbon Zero Fuel

Carbon Zero Fuels is a 501C3 NPO (pending) whose business is geared to offset carbon emissions. Clients of the organization will pay an extra 20 cents (tax deductible) for every 1 gallon of gasoline/fuel they consume. Those funds will be used to plant enough trees to net the emitted carbon to zero. Carbon Zero Fuels has partnered with Reforest The Tropics (RTT). An entity that physically plants the trees funded by money raise from Carbon Zero Fuels. Our team was tasked to make a recommendation for their business plan, sales plan, marketing plan and future corporate tie-ups.

Value created by UGC

We have delivered a minimum viable business strategy for our not-for-profit client Carbon Zero Fuels (CZF). Our recommendation focuses on increasing the brand awareness in 3 different business areas in order to generate a constant revenue generation scheme. We have identified that

our prospective target audiences are Corporate Donors, Corporate Sponsors and Tree planters.

Firstly, we started with analyzing competitors, what are they doing and how are they doing it? Secondly, we did a SWOT analysis for CZF. Thirdly, we developed a digital marketing plan, this includes developing a website, a twitter handle, and a Facebook page. We also used analytics and search engine optimization techniques to track the trends and behavior of our target audiences and make strategic plans for digital marketing strategy. Furthermore, we have recommended use of Web 2.0 technology to interact over blogs, followed by an Email campaign.

Current Projects (2015-2016)

Career Engage Boston

Consulting Objectives:

- Benchmarking and Research
- How to Get In-Person Engagement
- Data Analysis on Social Media Posts and Website Tracking
- Website Content



Nutmeg Big Brother Big Sister

Consulting Objectives:

- Restructure online application system (mirror college systems)
- Standardize scheduling
- Investigate matching process flow efficiency (combining different aspects of the process)
- Leveraging current Bigs as marketers to attract new volunteers

Hartford Food Systems

Consulting Objectives:

They have 2 upcoming events on their timeline they could use help with. The first is compiling an operations manual by the end of March; this is needed to apply for a USDA grant. The second is to show a need for updated technology for a \$25,000 tech grant by late winter / early spring. The Mobile Market is clearly in need of updated inventory tracking and a point of sale system, making the tech grant a no-brainer. With new technology comes a new operations manual and best practices on how to use it.

BetweenMD

Consulting Objective:

- Identify sources of venture capital
- Project Pitch restructure

UGC's Vision

All UConn Graduate Consulting work is pro-bono. Our goal is just to advance the knowledge and experience for the student consultants, as well as the UConn brand.

The UGC aims to create opportunities for career exploration and development in consulting through programs such as on-campus networking events,

boutique consulting panels, case interview workshops, an annual UConn wide Case Competition, and opportunities to participate in pro bono consulting engagements. We view ourselves as a liaison between consulting firms, career service centers, student organizations, and our members. We strive to be a recognized, professional and valued student club serving the greater UConn community.

Sunny Dalsania

VP, Strategy & Operations

MSBAPM – Fall 2015 Student

Talent of the Month:

Short Story Writer:

Sanyam Kumar

A Fulfilling Experience!

Few days ago I received a mail from the “stjosephsacademy” Group.

On an average I receive 4-5 such mails every day. There was something different about this mail though. The sender had sent the mail to various groups. I happened to notice them; one of the groups was ‘Pakistanis in USA’.

I was fascinated and read the previous mails from this person. It so happened that this alumnus was in school till 1947, thereafter, his family had left for the then newly created ‘Pakistan’. I was aware of the rich history of my alma mater which was established in 1934. But this was a different realisation altogether.



I interacted with this alumnus and his brother (who was also an ex-josephite). Their love for the school and Dehradun was overwhelming, two interests shared by the three of us. The phrase used by them to describe Dehradun, "The land I love" captivated my attention. These seniors had not been able to visit 'The Land they love' despite being US nationals because of their Pakistani background.

Somehow I wanted to help them. It could be because I know the feelings a Doonite has for this beautiful valley. It could also be because I am aware of the love a Josephite has for his alma mater. Another reason could be that I knew that with little effort from my end I could fulfil somebody's distant dream.

An idea struck upon me and I committed to them that I would arrange for a video conference to show them their alma mater. Today, on 9/11/2013 I, with the help of my dear friend Siddhartha Negi fulfilled this commitment. I showed the school to one of the alumnus over skype. The feeling after doing the same is inexplicable. I could feel the joy in his eyes when he saw his alma mater after 66 years. In the twenty three years of my life so far, I have never felt so good, not even when I almost cracked one of the famous examinations in the country! I am not writing to brag about this incident, I am writing about it to share what I consider as the most fulfilling incident in my life.

Quick Recipes

Vegetable Lasagane



Ingredients:

- 1 teaspoon olive oil
- 3/4 cup sliced mushrooms
- 3/4 cup chopped zucchini
- 1/2 cup sliced carrot
- 1/2 cup chopped red bell pepper
- 1/2 cup thinly sliced red onion
- 1 (26-ounce) bottle fat-free tomato basil pasta sauce
- 2 tablespoons commercial pesto
- 1 (15-ounce) carton part-skim ricotta cheese
- Cooking spray
- 6 hot cooked lasagna noodles (about 6 ounces uncooked), cut in half
- 3/4 cup (3 ounce) shredded part-skim mozzarella cheese

Preparation :

Preheat oven to 375°.

Heat oil in a medium saucepan over medium heat. Add mushrooms and the next 4 ingredients (mushrooms through onion); cook for 5 minutes, stirring frequently. Add pasta sauce; bring to a boil. Reduce heat, and simmer 10 minutes.

Combine pesto and ricotta in a small bowl. Spread 1/2 cup tomato mixture in the bottom of a 8-inch square baking dish or pan coated with cooking spray. Arrange 4 noodle halves over tomato mixture. Top noodles with half of ricotta mixture and 1 cup tomato mixture. Repeat layers, ending with noodles. Spread remaining tomato mixture over noodles; sprinkle with mozzarella.

Cover and bake at 375° for 30 minutes. Uncover and bake an additional 20 minutes. Let stand 10 minutes.

Notes: To make ahead, assemble as directed; stop before baking. Cover and refrigerate overnight. Let stand 30 minutes at room temperature; bake as directed. For easy cleanup, assemble in a disposable 8-inch aluminum-foil pan.

Chocolate Chip Cookies



Ingredients

- 1/2 cup (1 stick) unsalted butter
- 3/4 cup packed dark brown sugar
- 3/4 cup sugar
- 2 large eggs
- 1 teaspoon pure vanilla extract
- 1 (12-ounce) bag semisweet chocolate chips, or chunks
- 2 1/4 cups all-purpose flour
- 3/4 teaspoon baking soda
- 1 teaspoon fine salt

Directions

Evenly position 2 racks in the middle of the oven and preheat to 375 degrees F. (on convection setting if you have it.) Line 2 baking sheets with parchment paper or silicone sheets. (If you only have 1 baking sheet, let it cool completely between batches.)

Put the butter in a microwave safe bowl, cover and microwave on medium power until melted. (Alternatively melt in a small saucepan.) Cool slightly. Whisk the sugars, eggs, butter and vanilla in a large bowl until smooth.

Whisk the flour, baking soda and salt in another bowl. Stir the dry ingredients into the wet ingredients with a wooden spoon; take care not to over mix. Stir in the chocolate chips or chunks.

Scoop heaping tablespoons of the dough onto the prepared pans. Wet hands slightly and roll the dough into balls. Space the cookies about 2-inches apart on the pans. Bake, until golden, but still soft in the center, 12 to 16 minutes, depending on how chewy or crunchy you like your cookies. Transfer hot cookies with a spatula to a rack to cool. Serve.

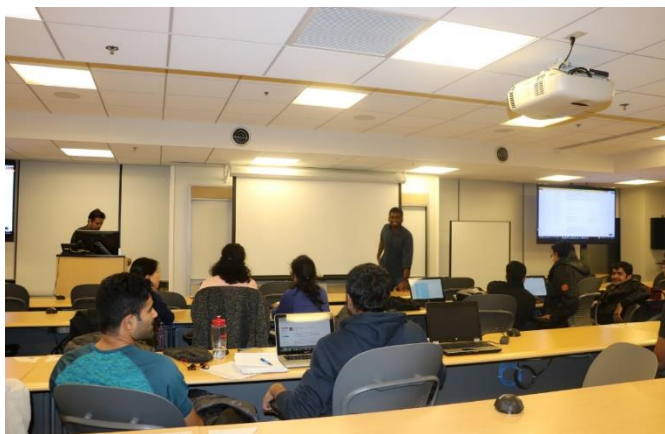
Workshops and Events

Python Workshop

Date Held: [December 14, 2015](#)

The workshop on Advanced Python was conducted on Dec 7, 2015 and Dec 9, 2015 in two phases by *Nikhil Mishra* and *Ashwin Ramanathan*. The first day of the workshop covered topics such as how Python evolved to become a mainstream language for data analytics and text analytics in particular. The workshop started with basics like downloading and setting up Python and then progressed towards providing examples in social media, natural language processing and other sectors which gave students some context on how Python could be used and of its growing significance in industry. Sentiment analysis using Twitter API's was demonstrated during the workshop which resonated well with students.

The second day of the workshop covered concepts such as regular expressions, pandas and how to use Python to frame rules for text mining using Simple Grammar. Other concepts like Machine learning were also touched upon during the workshop. The two-day workshop was a great learning experience to students beginning to learn Python and also for those with previous experience.



Apache Spark Workshop

Held on December 7, 2015

The Workshop on Apache Spark was conducted on Wednesday, December 2nd, by Vinay Vaddiparthi, as a one and half hour session. The agenda for the workshop was to cover an overview, brief history and applications of Apache Spark. Vinay was also to cover MapReduce algorithm, RDDs, Transformations & Actions and a use case for Apache Spark.

Apache Spark is an open source cluster computing framework, originally developed in the AMPLab at University of California, Berkley. It is a fast, general purpose computational engine for large-scale data processing. It is written in Scala, a functional programming language. There are many advantages to using Apache Spark over Hadoop's MapReduce paradigm. It is ten to hundred times faster than MapReduce on memory, it runs on powerful Scala, Python, Java and R APIs, and it brings the processing to data rather than the data to processing.

Vinay then gave an overview of the Spark stack and explained the contrast between the use of MapReduce and Apache Spark. He then explained the concept of Resilient Distributed Datasets, their creation and use, and use of transformations and actions. Vinay demonstrated a use case in python on Apache Spark and its installation. At the end of the

workshop he provided links to MOOCs with learning and practice material for Apache Spark.



Corporate Technologies Info-Session

Held on December 7, 2015

Corporate Technologies info-session was held on December 1, 2015 and the experts spoke about the company, culture and full time opportunity at Corporate Technologies. The company currently have opportunities for Analysts and Consultants. It was an insightful session to learn about the technologies that they work with and some of which are Tableau, Qlikview and Informatica. Their client base is in finance and pharma industries majorly. Students came to know how can they rise up the ladder from analyst to consultant working with Corporate Technologies.



Graduation Dinner Celebrations

Date: Friday, December 12, 2014

A HUGE Congratulations to all the December 2014 Graduates!

You dreamt, you strived and you are there. Keep up the amazing work - we are proud of all of you MSBAPM Graduates!



News|letter Editors:



Monika Katariya



Tanvi Kalevar