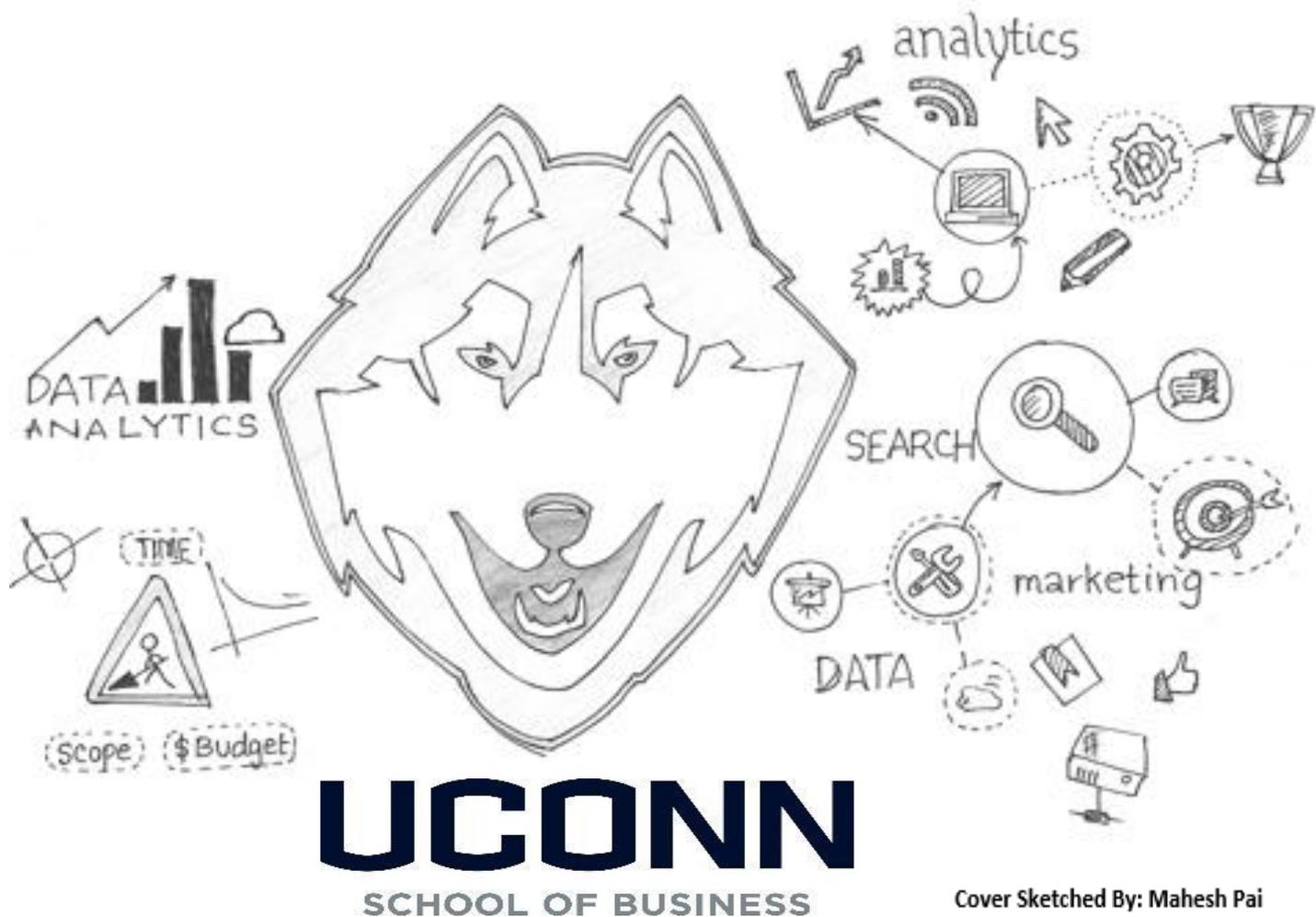


"Our greatest weakness lies in giving up. The most certain way to succeed is to try just one more time" -

Thomas A Edison

MSBAPM Newsletter

NOVEMBER 2015



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ANNOUNCEMENTS

**12/4 : Graduation Ceremony for
Fall 2014**

12/11 : SAS Base Certification Exam



Tesla Autopilot:

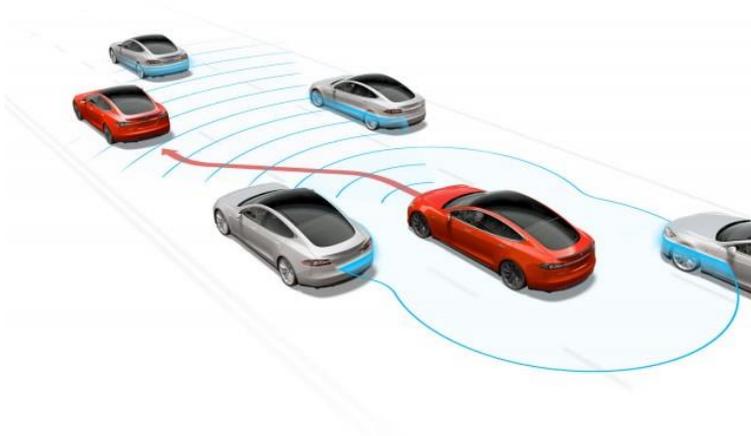
Prime example of Big Data and Machine learning advancement:

Tesla has been working on their autopilot function for many years. Imagine how convenient it has become for your car to have an auto-pilot function with just a mere software update. The Autopilot functions is far from perfect but its first version has started rolling out.

Autopilot software lets the car keep itself in a lane, change the lane, increase or decrease its speed, avoid collision with other vehicles etc. The CEO of Tesla, Elon Musk still wants the drivers to keep their hand on steering just to be hundred percent sure of their safety.

Autopilot: How does it Work:

The answer is Big Data and machine learning algorithms. Every Tesla car transmits its travel data back to the company servers. The data is exploding exponentially as the cars travel about 1.5 million miles per day and that number is increasing with every Tesla model S sold by the company. The data is collected



Tesla Autopilot sensor system

from various sensors fitted in the car, which measure every activity around the car.

The results of the machine learning is shared with all the Tesla cars. Thus all cars learn from each other which path to take and which it should not, how to react in a particular problem situation quickly and other such issues.

The future of Tesla autopilot:

The whole system will improve with time as the amount of data collected increases and the machine learning algorithms are tweaked to make them even more precise.

Lots of cool features like taking into account of stop signs and red lights, self-parking will be added into future software versions. In order to add more features the Tesla cars need to be fitted with more sensors.

There is one more side to the whole system and that is regulatory approval for full autonomy by government agencies. It is tough for a company to explain how the autopilot works, they just can't say its works due to lots of data and machine learning. This could be the biggest roadblock Tesla can face in the coming future as many human lives are at stake if the model doesn't work properly.

Infographs

By Harsh Bansal

What is An Infographic?

An infographic is an effective way to connect words and numbers with images to increase the chances of your message to be read. Information graphics or infographics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly.

How to create an effective Infographic??

1. **Define your infographic's purpose.** Don't create an infographic just because everyone else is. Be intentional. What do you want it to convey? To whom? What action do you want to inspire? Is it serious, funny?
2. **Tell a story.** What's your message? What words / numbers / images convey your message? What will stir up emotion in your reader?
3. **Plan your infographic.** Who's your target audience? Where will they see the infographic (web, social media, print)? When will they see it?
4. **Do some research?** Have a look around and see what others have done. Analyze them; is the message clear? Is it visual enough? Does it inform the reader? Does it invite them to take action? Does it enable them to take action in a quick and easy way? Have people shared it or commented on it?
5. **Be on brand.** It must be in keeping with your organization's existing style, visual and linguistic identity.
6. **Make sure it's visual.** This may sound obvious but combining words and pictures well is an art form. It must be visual to be effective but the visual must convey the message and the key information.

A Brilliant Alchemy of Math and Human: Dataclysm

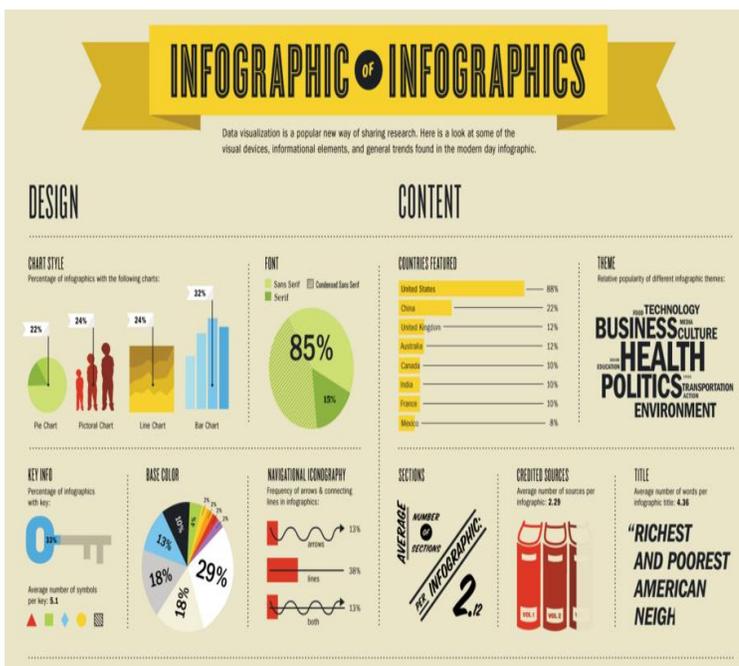
A New York Times Bestseller

In the age of Facebook and Google, we don't have to tell researchers, they just know its all there. They investigate each aspect from friendship, anger, sex, love, and whatever else happen online.

In Dataclysm, Christian Rudder, the author uses it to show us who we truly are.

It's fascinating to know, your Facebook network reveals your state of marriage. Your preferences on OKCupid tell us how you judge people and whom you likely to find sexy. Articles you like not just tell what politics or game you follow but your intelligence. Data mining on one-off factoids like comparing dog and pony show is difficult but what the author necessarily see's is the vision and not the real data using big data. Real data on peoples private moments would get you the second advent of reality television. Most interestingly, the book has unpacked three databases on race namely White's, Asian's and Latino's which gives detailed insights on their behavior.

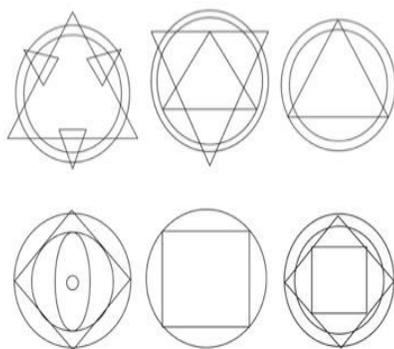
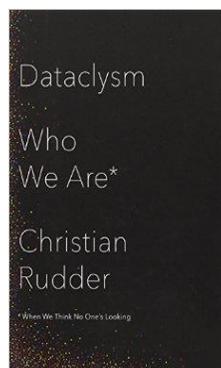
Rudder explains how Facebook "likes" can predict, with surprising accuracy, a person's sexual orientation and even intelligence; how attractive women receive exponentially more interview requests; and why you must have haters to be hot. He charts the rise and fall of America's most reviled word through Google Search and examines the new dynamics of collaborative rage on Twitter. He shows how people express themselves, both privately and



publicly. What is the least Asian thing you can say? Do people bathe more in Vermont or New Jersey? What do black women think about Simon & Garfunkel? (Hint: they don't think about Simon & Garfunkel.) Rudder also traces human migration over time, showing how groups of people move from certain small towns to the same big cities across the globe. And he grapples with the challenge of maintaining privacy in a world where these explorations are possible.

A whole new picture of human nature could be painted with these data points of millions and millions people. Hence, sometimes, a share or like could have consequences.

Digital data's ability to get at the private mind like this is unprecedented and very powerful because here the people's inability to be honest when truth makes them look bad is surpassed.



Wanderlust

Plan your budgeted holidays

- Tanvi Kalevar

A desire to travel is embedded within most of us. The world has a lot to offer us - The Rocky Mountains, the city lights, a serene river or a house by the lake. Which is why take some time out of our busy schedules, save

some money and make the most of the youth we have now, to travel this thanksgiving.

Here are some places which will draw you into its abode.

Key West, Florida: Is known for its party-hearty reputation, and it won't disappoint those who come here seeking the hard-drinking spirit of Ernest Hemingway. It is heaven for Victorian homes, kayaking, art galleries and beautiful beaches. You can find rooms for \$75 if you book in advance.

Las Vegas, Nevada: Las Vegas may be America's new Christmas city, with incredible displays at the Fremont Street Experience and at the casinos. You can find lodging here for less than \$50 per night if you book in advance and look carefully.

Orlando, Florida: Imagine your childhood dreams come true! You open your eyes and wake up in Hogwarts or Diagon Alley. Lego land and Disney land – The universal studios is a feast for anyone who has lived in a world of fantasy. The prices start at \$175.



New York City: The Museum of Natural History, with awe- inspiring life- size blue whale model, dinosaur fossils and an interactive discovery room. New York City’s parks offer free movies and concerts, and a tasty snack is always a block away—nab a classic twisty pretzel from a hot dog stand.

Long Beach Island, New Jersey: Don’t be misled by the Jersey Shore GTL stereotype. Long Beach Island is more of an old-school getaway, complete with salt water taffy, mini-golf, and 18 miles of beach.

Providence , Rhode Island: The diverse Rhode Island capital is the only northeastern city to make the budget-friendly top 10 this year, perhaps thanks to its crowd-pleasing dining, arts, and theater scenes.

Accommodation costs the highest and hence making small sacrifices on your comfort will help making the holiday more budgeted. Hostelworld and AirBnB are the most common sites to use for affordable and comfortable accommodation.

The Story of Thanksgiving

-Tanvi Kalevar

On the fourth Thursday of November, Americans celebrate Thanksgiving, a national holiday honoring the early settlers and their harvest feast known as the first Thanksgiving.

Thanksgiving has a volley of stories to date back to its origin. There are so many versions of this story according to the Indians and according to the Europeans. As history has it, the first Thanksgiving Day happened in the year 1637. On this very day the Massachusetts Colony Governor, John Winthrop, proclaimed “Thanksgiving” to celebrate the safe

return of his hunters. They had just returned from their journey to what is now called Mystic, Connecticut where they massacred 700 Pequot Indians.

In 1863 President Lincoln became the first President to proclaim Thanksgiving Day.

The birth of turkey as thanksgiving food: Governor William Bradford sent “four men fowling” after wild ducks and geese. The term “turkey” was used by Pilgrims to mean any kind of wild fowl- turkey was not a necessity.

Thanksgiving is a day of warmth and celebration. The general notion of thanksgiving is for families and friends to get together for a special meal. The meal often includes a turkey, stuffing, potatoes, cranberry sauce, gravy, pumpkin pie, and vegetables. Thanksgiving Day is a time for many people to give thanks for what they have.



Alumni Spotlight: Naveen Kolagatla



Background:

Born and Raised: Chennai, India

Undergraduate Degree: Information Technology from MIT, Anna University

Master's Degree: Business Analytics in Project Management at University of Connecticut (2014)

I started my career as a software engineer with Accenture worked on Business Intelligence/ Data Warehouse work stream. Currently, I work as Global Insights Manager, Data Scientist for an awesome company called Clorox based out of bay area.

Tell us about one of your shining moments in your career.

I had many shining moments in 2nd face of my career after choosing data science as my path, thanks to MSBAPM. The most recent and prominent moment was when I got an opportunity to present my work to CMO during the first 6 months at Clorox and he was extremely excited about my work. He even shared this with the CEO during a companywide leadership meeting. After that I can sense I am receiving a

"Celebrity" cum "Mega Mind" status where ever I go in my company.

Could you briefly describe your role as a Data Scientist at Clorox.

My role here at Clorox is like a blank canvas and I can paint what I feel like painting on it. Being the first Data Scientist for Global Insights Team in the Marketing department, I would define my role as Data Science Capability building, which includes working with IT to setting up infrastructure for data science, e.g. building Hadoop eco system, educating brand teams about data science .Working on some cool data science projects which have direct impact on day to day business of our brands.

How does it feel to be on the other side of the capstone project at UConn?

To be honest it feels awkward, exciting, powered and responsible all at the same time. Last year, I was sitting in one of the class rooms in GBLC and working on my laptop with Anna and my team for our capstone project, this year I came back as a sponsor for a capstone project, in a way I feel happy and love the support I receive from professors, management and students. My main motive for coming back is to give back to the program, as I owe MSBAPM a lot and I feel everyone in our program should get an opportunity to work with rich data sets, adding more value during their learning journey at MSBAPM.

Advice to the current batch before they transition into the real world.

I believe I need to achieve more to advice such bright clan at MSBAPM, but I can share what I followed on my way till where I reached.

"Knock the socks of in first 90 days", mantra I learned from DJ Patil, a person who co-coined the term "Data Scientist", this is really important when you starting

with a new company to gain confidence and establish your reputation. Build something big as soon as you enter the organization, I built a predictive model which saved millions of dollars for the Glad brand and from there on I was under the radar of VP of Global Insight. It's the first few days which define how the rest of the organization sees you for the rest of your career at your company.

According to you, how is working for a company in San Francisco bay area any different from the rest of the world?

I can't compare bay area with any other region as I was lucky enough to do my internship from here. All I can say is, I feel like living my dream, amazing people, fun to work with, really focused and passionate towards work. Though sometimes they make you feel bad with their high intellect and college degrees from Chicago Booth, Harvard, Stanford, UC Berkeley, etc.,

I personally feel that the bay area people are technology/ tool agnostic, for instance my company is ready to invest and let me use whatever tool I am comfortable using (R server in my case). The stress level is really high in startups but not at well established companies.

Describe one of your failed projects and what did you learn from it.

"Get more shots on goal" is what my VP said to me on my 1st meeting with him, the more you try and fail the more you learn. I worked on 6 projects till date and only 2 were successful. When trying to answer a business problem with data, there are 3 states Data -> Insights -> Action, so making insights actionable is how we define success. Let me share one of my failure experiences, I was on a project related to Brita Brand (water filters) where we tried to acquire water quality data from USGS, the data provided by USGS is so complex we were only able to process 1 month of water quality data and compare it with our sales and

figure out regions where water quality is bad and Brita has more opportunity to grow. When we presented our findings to the Brand Team, they didn't buy the idea. They mentioned the USGS water quality data doesn't account for water received by consumers in their homes rather the water quality is checked at lakes or ponds which is not accurate, and we argued there is no way to know the quality of the water coming in the pipe as there are no data providers for the same. In the end the Brand didn't use the insight to make it actionable because my team failed to understand the underlying assumptions of the data, which is really important. We learned and moved on.

Faculty Spotlight: Ram Gopal

Please describe your career journey in brief.

I started my journey in IIT, Madras (One of the top ranked universities) followed my classmates into a P.H.D at S.U.N.Y Buffalo. My initial idea was to pursue a career in engineering, however as I met new people and I realized this new field had just opened in Information Systems, the combination of technology and business excited me.

What inspired you to become a professor?

My family has a history of professors- my father was a professor and he then moved into the corporate world, my uncles have been teachers for a very long time. I always held a high regard to the profession after I saw their lives. My ambition was however to be on Wall Street, but then academia won over me. The passion, to witness a student grow, the vacations, travel and definitely the networking of students in different parts of the world- it is a great feeling. Incomparable to most others.

Please share some insights on your publication: “Social Network and Team Selections”?

Social Network and Team Selections is an interesting topic I am working on now. It talks about the correlation of relationships on media. Relationships allow you to harvest skills and these skills impact the quality of data. One such project was “Sherlock Holmes meets Social Networks” – This was designed for auditing frauds. Generally frauds happen in a team and this aided in finding other people over social media with the complimentary skills. Social Network is being brushed upon the Analytics

What according to you are the today’s major business problems and how analytics can be applied to solve them?

The top problem is too much data. Data is digitalized and the most important part is to store, manage and learn from this data. Complimenting what you learn with your business knowledge is what will make you successful.

Could you give some basic guidelines as to how a naive student to Analytics enhance his modelling and analytical skills?

Well the primary and foremost thing to do is to work hard. Learning the what, why and how of anything you are passionate about will instigate your interest and understanding in the subject. Taking your classes seriously is another important aspect of learning. Leveraging your time is an important factor in anyone’s life. I feel that someone’s success is determined on how he designates his time outside the classroom. Take certification courses, data challenges and there are several online courses, take workshops and there are several other ways to improve on yourself.

With everyday advance and new technologies like SAS, R ,Python coming up, is it difficult to switch and how would you suggest students to prepare for these changes?

While in the program having a basic foundation in all the important technologies is important. A deep expertise can be found in developing an interest in the subjects you want. Using the tools efficiently is key.

Please share some incidents or experience where your students have amazed you with their work.

Student grow so quickly and its wonderful; to see this growth. They in turn teach me new things and that’s what excites me the most. The growth is the holistic and it includes your personal as well as professional growth. Every semester is a new experience.

With holidays coming ahead, what would you prefer students to do in order to be industry-ready for analytics?

Enjoy the holidays and make new friends. Having an American experience is brilliant. You tend to overcome the weak points then.

Lastly, how do you like to spend your spare time?

Playing golf and being healthy. I believe in hitting the gym.

Which Award did you recently win?

I won the ISS Distinguished Fellow Award from the Information Systems Society (ISS) last weekend. It is for highly recognized professors for their contribution in this field. It is akin a Nobel Prize for this field.



Advice: Do not be shy. Make new friends within your school and build a good network.

Student Spotlight: Mia Mengxi Ying



Tell us about yourself.

I am originally from China. I graduated with a master's in Economics in 2010. I am a working mom of a three year old, busy and happy. I was a teaching faculty at Quinnipiac University before I joined BAPM. I taught undergraduate students Principle Microeconomics and Macroeconomics. It was definitely a life time experience for me. I learned how to convey very technical concept to diverse audience. I also had worked as a research consultant in GE Edgelab. My team conducted a wide range of analysis and

designed marketing penetration plans for GE Healthcare Life Science and GE Global Research center. It was when I discovered my passion and enthusiasm in healthcare industry. Working for GE was definitely a valuable experience for me. I acquired numerous both hard and soft skills for my career.

What excites you about Analytics?

To be precise, analytics alone doesn't excite me so much. It is the purpose that analytics serves which always makes me excited. Whenever I get a project, I always map out the process backwards before I start. After BAPM, I believe the correct phrase for this should be "work structure breakdown" :-). Then I check to see which part should the analytics happen, what kind, how to conduct it, how will it contribute to the objective of my project. Knowing that being able to answer each of these questions about analytics will enable me to tell a complete and compelling story out of my research, that part really gets me going.

How do you maintain a work life balance?

I have to say, that transitioning from a full time student to a full time working professional really made me struggle for a while. As soon as I realized that my schedule is busier than I think, I started to pace myself. I prioritize my tasks and keep a to-do list both at home and at work. I cross things off when they are done. Keeping a journal like this helps me track my life and frees up a lot of *memory space* for me. Once it's crossed off, I don't need to think about it.

I also set certain boundaries for myself, for example: I avoid working overtime by finishing as much as possible within my working hours. I don't bring work home.

If you could change one thing in the past one year differently what would it be? (This is related to your BAPM course)

Looking back at the courses I have taken and the projects I have done, I would spend more time on refreshing and strengthening my knowledge in statistics and econometrics. Being able to use a thousand different analytical software is just the tool, not the foundation of analytics, a deep understanding of the statistical methodology is the most essential.

Some presentation, Analytics and networking Tips for the current batch.

These are the tips that I found extremely helpful to me.

Presentation: You must have probably heard tons of suggestions on how to give presentations. Here I want to share one thing that I found extremely helpful to me as a nonnative speaker. And I believe other students will benefit from it too. It's really simple: practice, a lot of practice. After finishing my slide deck, I write down the talk points for each page (including the jokes I will tell). Then I start to practice the presentation, strictly following my talk points, till I believe I got all my points across within the right time frame, the tempo that I'm comfortable with. This is when I cut all the umm...err...and correct my pronunciations and grammatical mistakes. It will probably take me at least 15 times to get there. Sometimes I practice in front of a mirror, which really helped to drop all the unnecessary hand gestures or facial expression (eye rolling, yelling, etc.) Once I'm settled with my speech, it's final. I don't change anything for the formal presentation unless it's absolutely necessary. Improvising is a bad idea for business presentations.

Analytics: Every analyst has his/her own style of conducting research. However, I found this rule lifesaving regardless what kind of projects you get and who your sponsors are. The rule is, make sure that your research always tell a complete story. Before you proceed to the next step, always ask

yourself: what is the purpose of doing it? Will this help with my final deliverables? If yes, where does it fit in? This practice really helped me stay on track through tons of projects. When your analytics can tell a complete and compelling story, it won't bother you at all that your sponsor is "not technical enough" because now they understand and appreciate your story. That's what really matters.

Networking: I will focus on the small talk part. A networking event is not an interview, people barely ask questions like "tell me about yourself" the moment they meet you. To make the start easy and yourself less nervous, you should at least be prepared to talk about the weather, traffic if you drive, UConn sports teams, life in Hartford, favorite restaurant in the area etc. These topics are the ice breakers that I have experienced, multiple times. Within these topics, I'm sure that you will find something to share with the person you are talking to, and so will they. Also don't forget to ask questions to keep the conversation going. A good ice breaker will always lead to an interactive and relaxing conversation. All in all, don't tense up and turn it into an imaginary interview.

Graduate Marketing Association

What is GMA ?

The UConn Graduate Marketing Association is a student run club designed for students interested in careers in Digital Marketing, Marketing Analytics, Brand Management, and other similar disciplines. The goal of the club is to further expose students to key tools, roles & organizations within the Marketing field. Members of the club can expect to work on projects ranging from Brand Building, Marketing Strategies, and Analytics Project with give great deal of exposure to industry domains and leadership practices.



GMA Projects Overview

GMA Projects are designed to provide students relevant experience with key Marketing tools and competencies. In every project, there is diverse team compromising of 1st, 2nd year MBAs, & BAPM students.

Current Projects undertaken by GMA

Red Cross and UConn health: UCONN Health Center along with Red Cross Society is working to increase the participation of Blood Donors at UCONN. The project will be focused on Branding and Messaging. A proper study needs to be done in identifying the marketing channels and creating recommendations to the board members of UCONN Health Center and Red Cross Society. This project also requires a thorough market research and persona creation. The deliverable will be due by End of Semester (December).

Greater Hartford Arts Council: The Greater Hartford Arts Council is the central voice for the arts and cultural sector in our region. Through our annual United Arts Campaign, the Arts Council raises funds for local arts, cultural and heritage institutions. The

focus of this project will be in doing market research in order to understand the pulse of the donors. The project members will be applying analytic skills in order to get the insights from the data provided by the host company.

MyFirstRealJob.com: “The College Recruiting Company” is a full service consulting firm focused on College Recruiting. The focus of this project will be to optimize the website using SEO and use Google Analytics to track the traffic coming to the site. The students also need to develop a mechanism to calculate the ROI. Tools Used: Google Analytics, Google AdWords

Events Organized by GMA

Project info session (4-September-2015)

Case interview Preparations – Ramesh Shankar (16 September-2015)

Guest Speaker – Cigna’s Global head of CVM (21 September-2015)

Guest Speaker: Global head of Analytics – Deloitte(2-November-2015)

Stumped by an interview question?

By Katherine Duncan

Interviews are nerve wracking enough even if you are prepared and answer questions you’ve practiced for. But what if you’re completely stumped by a question??

Don’t panic, take a deep breath, and stay calm. You don’t want to get red in the face, or perspire, and you never want to look like you’ve lost your cool. The

interviewer most likely wants to ask you some tough questions to see how you'll respond. It is perfectly acceptable to ask the interviewer to give you a minute to think, that way you can organize your thoughts.

The last thing you want to say is "I don't know" right off the bat or to make something up, they'll know! Instead, see if you can ask for clarification. **Perhaps the question was asked in a way that confused you.** Maybe if you hear more of what the interviewer is thinking then it will spark an idea for an answer.

If that still doesn't help then tell the interviewer know what you *do* know on the subject. Partial credit counts for something! If you can articulate your thought process to the interviewer they'll be able to get a **sense for your problem solving skills** and see how you do under pressure. Instead, explain how you would use your resources to find the answer.

Remember, there will be plenty of times in a work environment that you won't know the answer but you'll build off of what you do know and take initiative to learn!

You may to come clean eventually. In your own words you could say, "That's a great question, I feel that I've answered it to the best of my abilities at this point. **I'd love the opportunity to learn more on the subject.**"

Lastly, to show true initiative you should research the question/answer as soon as possible, then **follow up via email**. You'll already be sending thank you emails to the interviewers, make sure to include information about the answer to the appropriate people. That will impress them! Good luck!

What to Wear for your Job Interview..

Fashion Tips for Interviews by Monika Katariya

You get only one chance to impress your potential employers. The clothes you wear are first part of your impression. **A business suit says you mean business, even though it may make you look over-dressed.**

- **"Do your homework!"** Dress according to industry. What you wear at techie startup is different from what you wear at investment bank.
- Invest in **"Quality Basics"**, that way you won't have to worry about laundry bills and buying new at every interview.
- **"Don't forget the FIT."**
- Test drive your outfit an evening before. It surely enhances your confidence.
- It should be perfectly clean, well pressed and **check for stains, tears and missing buttons.**
- Don't pick up flattering colors which doesn't mean you have to wear black.
- Break basic black or grey into chocolate brown.
- Hair, nails and shoes should be equally presentable.
- Except for women earrings, **avoid body piercing jewelry.**
- Avoid perfume, cologne, and after shave.
- Don't wear flashy watches.
- Cover all your tattoos.
- Don't wear heels which aren't scuffed. That gives a bad impression!



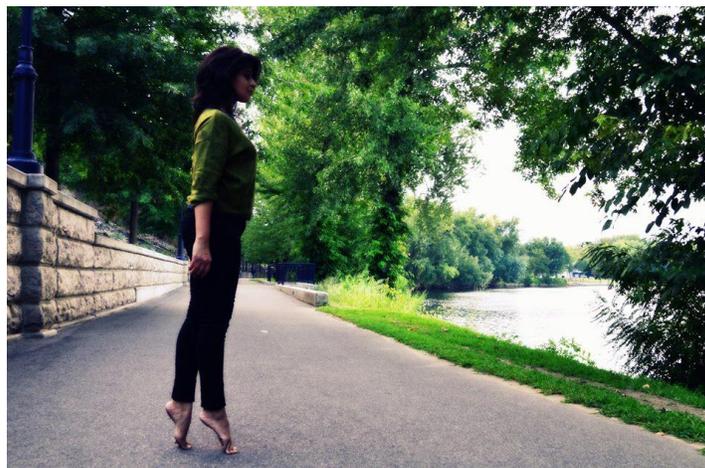
Dance - A State of Art

-Pooja Sankhe

"You have to love dancing to stick to it. It gives you nothing back, no manuscripts to store away, no paintings to show on walls and maybe hang in museums, no poems to be printed and sold, nothing but that single fleeting moment when you feel alive"
- Merce Cunningham

It was 5 years ago, when for the first time, I could feel what Merce Cunningham was trying to say. My dance journey started with just a small side role of 30 sec. But I guess that was enough to realize dance is for me. It was what shaped me into what I wanted to be, it was something that made me feel, express and live.

I am not any great dancer, I am just a learner, but yes I worship it. During college I struggled a lot to learn, money was always the constraint being a student. Somehow I got support from great fellow dancers who gave me opportunities to follow my passion. I started doing dance shows and those 30 seconds turned into minutes and I was keen to learn more. When I started working the first thing I did was to join Indian classical dance class. I completed my 2 years in "Kathak" back in India and along with that started learning basics of Contemporary. When I came to US I really wanted to continue the learning, and it was meant to be as I found my dance classes right opposite my apartment. The teacher is well trained and teaches with so much passion that it drives me to improve and express. I am still in the quest to realize my contemporary dance as well. But till then I am keeping calm and pointing my toes.



Winter Recipes

From BuzzFeed!

CREAMY COCONUT CARROT SOUP



Ingredients

- 2 tbsp coconut oil
- 2 small yellow onions, finely chopped
- 2 tbsp minced ginger
- 1 garlic clove, minced
- 1/4 cup red curry paste
- 1/4 tsp cayenne pepper, or to taste
- 6 cups chopped carrots
- 4 cups vegetable broth
- 1 (14-ounce) can full fat coconut milk

2 tbsp brown sugar
1 tsp Kosher salt, plus more to taste
Fresh cracked pepper, to taste
Cilantro and chopped cashews (for serving)

Instructions

In a large heavy bottomed pot over medium heat, add the coconut oil, onion, ginger, garlic, a good pinch of salt and some fresh cracked pepper. Cook gently for about 10 minutes until the onions are glossy and soft. Add the curry paste and cayenne and stir until incorporated. Cook for another 1-2 minutes, stirring occasionally. Add the carrots, vegetable broth and water to the pot, bring to a boil, and then cover and simmer for about 30 minutes (or until the carrots are soft).

When the carrots are cooked, blend the soup with an immersion blender (or pour it into a blender and blend until you have a smooth puree).

Turn the heat up to medium, add the coconut milk, brown sugar, and more salt and pepper. Simmer for 10 minutes or until soup is completely warmed through. Dip some crackers or crusty bread in this stuff!

CREAMY MUSHROOM SOUP



Ingredients

1/4 cup unsalted butter
2 pounds sliced fresh mushrooms
1 yellow onion
Diced 1 1/2 tablespoons all-purpose flour
6 sprigs fresh thyme
2 cloves garlic
Peeled 4 cups chicken broth

Instructions

Melt butter in a large soup pot over medium-high heat; cook mushrooms in butter with 1 pinch salt until the mushrooms give off their juices; reduce heat to low. Continue to cook, stirring often, until juices evaporate and the mushrooms are golden brown, about 15 minutes. Set aside a few attractive mushroom slices for garnish later, if desired. Mix onion into mushrooms and cook until onion is soft and translucent, about 5 more minutes.

Stir flour into mushroom mixture and cook, stirring often, for 2 minutes to remove raw flour taste. Tie thyme sprigs into a small bundle with kitchen twine and add to mushroom mixture; add garlic cloves. Pour chicken stock and water into mushroom mixture. Bring to a simmer and cook for 1 hour. Remove thyme bundle.

Transfer soup to a blender in small batches and puree on high speed until smooth and thick.

Return soup to pot and stir in cream. Season with salt and black pepper and serve in bowls, garnished with reserved mushroom slices and a few thyme leaves.

Workshops and Events

Alteryx Data Challenge

Team: Namesake

Topic: Prediction of customer footfall for the Capital Bikeshare System

Given environmental and seasonal settings, we predicted the total number of bikers that would rent a bike from the capital bikeshare system, a bike rental service. We also predicted the number of non-members that would rent a bike on a daily basis, so that the company, based in Washington DC could estimate the number of bikes they would need to stock every day and ensure that the registered members are not turned away due to shortage of bikes.

Team: Lift

Topic: Predicting Medication Adherence

Medication adherence is a growing public health concern in the US. It is the extent to which patients are taking medications as prescribed by their healthcare providers. Simply put, are patients eating their pills on time?

We looked at patient data from Medicare part D program released by Centers for Medicare & Medicaid services. We built a prediction model to ascertain whether a patient would be adherent based on a variety of social, economic and behavioral aspects.

Team: Story-Tellers

Topic: Hartford Crime Analysis

We chose to address the issue of misinformation with the general public when it comes to the crime and its patterns in the Hartford region. Dataset which we chose for this is from the publicly available Police

Incidents registered in Hartford area from 2005 till date with the time stamp. Pattern of the crime can be analyzed like e.g. Robbery incidents mainly happen during holiday season. Using the API we built a live tableau dashboard and also forecasted the drug offenses as per neighborhood.

Team: Altima

Topic: KBB-like Reference Pricing System for Rent

In our project, we designed a KBB-like Reference Pricing System for rent. It was based on the K Nearest Neighbors (KNN) Regression Model, which we developed in Alteryx Designer using R script, and some other machine learning methods. We also employed techniques such as text mining and clustering. Our end product could be integrated with online apt./room/house etc. rental listings to provide people looking for rental housing with a reference point for rent negotiation.

Team: Major Miners

Topic: Sentiment Analysis

What is Sentiment Analysis? Whatever business it is, we need feedback in order to improve our business. Feedbacks are usually given by customers in text format. For example, a YouTube video has reviews/comments section, where any YouTube visitor can write their comments about the video. Now, analyzing numbers is easy, how we analyze a text data and understand the pattern is quite tedious. So, analyzing the text data and designing a model which tells us whether the review is positive or negative is called sentiment analysis. Using, Alteryx, we built a data dictionary with the help of training data. Example, "This movie sucks" is one of the frequently used comments for a movie review. So, from the training dataset, it is better to create a data dictionary by identifying those words and assigning flags. Once the data dictionary is built we break down

each comment from the dataset into a word and then check against the data dictionary that we have built. After that, calculating the total number of positive and negative words gives us the sentiment of the comment whether it is good or bad.

Team: 360 Main St.

Topic: Predicting the popularity of New York Times news article.

New York Times publishes many articles each day and it has to decide which articles among those should be featured. The goal of this project is to develop an analytics model that will help the New York Times understand the features of the blog post that makes it popular. This tool will be very useful for it to retain the visitors.

Workshop on R

Conducted by: Sasank Daggubati

The first session of the workshop was an introductory session on R as a platform for statistical computing, its popularity and wide industry use.

The second session of the workshop on R was designed to demonstrate use cases for advanced analytics in R. It provided hands-on on more complex codes to perform data manipulation, sampling, create models and predict values. Sasank then demonstrated the use of R sentiment package for scoring of Twitter feeds into positive, negative or neutral polarities, for user defined searches. It was interesting to see the wide usage of R in analytics.

Workshop on Python

Conducted by: Eric Zajac

The 'Introduction to Python' workshop was conducted on 18th November by Eric Zajac, as a one and half hour session. The workshop was

conceptualized to introduce Python as a programming language and demonstrate its usage and some use cases for the MSBAPM program. Eric started with a presentation about Python's versatility, it's simplicity of use and why it is used for analytics. Python is a free, open source, high-level programming language. It has universal usage within hadoop, apache spark, etc. Companies like Google, Bing, Bank of America use Python for data crunching. It was found that in 2014 30% of all the programming was done in Python, the highest for the year! And this number is expected to keep growing for a considerable number of years.

Eric demonstrated writing codes in Python using the IPython Notebook interface, which is an interactive, computational environment, in which you can combine code execution, rich text, mathematics, plots and rich media. Some of the development environments for pythons include Idle, Spyder, PyCharm, IPython Notebook and Eclipse for java users. Python is easy to learn and interpret. It has got the simplest hello world program! There are a number of varied libraries in Python, like Pandas for data frames, NumPy for matrix type calculations, SciPy for statistical functionality like visualization and modeling, and Beautiful Soup for webscraping. Eric demonstrated a map reduce algorithm for a simple word count program. He also demonstrated the code and use of different libraries for advanced analytics options analysis program. It was a very interesting workshop, everybody got to learn something new!

Diwali Celebrations

Diwali was celebrated with great joy and enthusiasm on November 13th, 2015 by UConn School of Business family. The banquet hall was illuminated with lamps and candle-sticks. A great assortment of Indian cuisines and desserts were served for dinner.

Diwali event was hosted by our amazing talented students **Alekhya Garlapati, Mahesh Pai** and **Piyush Rohella**. The celebration started with amazing flute performance by **Chinmay Joshi**, followed by a guitar performance by **Alok Singh**. Students were extremely enthusiastic and couldn't stop cheering up the performances. A graceful and festive dance

performance by UCONN girls namely Abhinaya Raju, Gargi Chugh, Paridhi Valecha, Sowmya Subramanian and Swati Chelawat. It was followed by an splendid dance performance by UCONN boys namely Dinesh Tekkallapelly, Kirubha Karanganabalan, Nirmal Chandrasingh and Sunny Dalsania representing cultural diversity in India. Maithili Pandey sang a melodious song which was followed by a stand-up comedy by Sainath Balla. The evening ended with a group dance performance also including Vipin Yadav, Harsh Bansal, Piyush Rohella and Nikita Bonavate.

The essence of the the celebration was that not only Indians but all students domestic and international participated and dressed up in colorful Indian attires.



Newsletter Editors:



Tanvi Kalevar



Monisha Tyagi



Monika Katariya