

# MSBAPM NEWSLETTER

## September 2015



**Cover Picture by Sunny Dalsania**

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- Puzzles

## Upcoming Events:

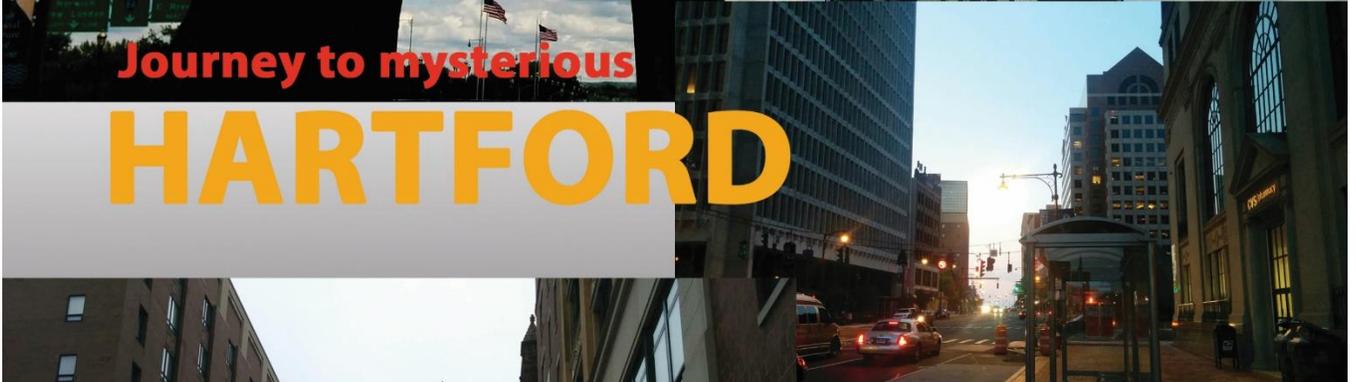
- Introduction to SAS -  
Session 1: 7th  
Oct- Wednesday, 4:00 P.M to 5:30 P.M, by Piyush Rohella & Dilip Naidu
- Introduction to SAS -  
Session 2: 8th  
Oct- Thursday, 4:00 P.M to 5:30 P.M, by Piyush Rohella & Dilip Naidu
- Workshop on Advance Excel: 14th  
Oct, Wednesday, 4:00 P.M to 5:30 P.M, by Aarthi Vemuri
- Workshop on SQL: 21st  
Oct - Wednesday, 4:00 P.M





**Journey to mysterious**

# HARTFORD



**"A Place must visit  
RIVER FRONT"**



**Pic courtesy : Sunny Dalsania(MS BAPM-2015)**

## UNCONVENTIONAL ANALYTICS

By Alok Singh

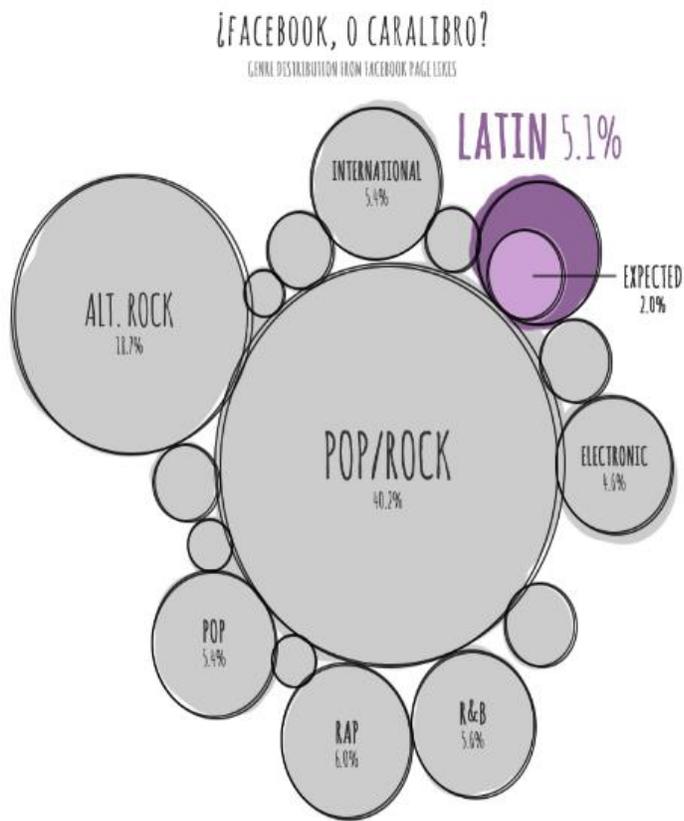
The internet is taking away business from record labels but it's also giving them the ability to predict future hits.

The explosion of data from sources like torrenting, music streaming sites and social media platforms has offered the music industry a huge opportunity to understand their fans and spot upcoming artists like never before. Music analytics is now worth [an estimated £1.8 billion per year](#).

Streaming is fast becoming the primary way we consume music, whether that be through the more interactive on-demand services, algorithmically-driven lean-back experiences, the increasingly popular format of human curation and playlists (think Beats One radio or Spotify's discovery feature), or some combination of the above. To give you a figure music analytics firm Next Big Sound tracked more than a million online plays in six

months. That's right, I said one. Trillion. Plays.

Included in that number are streams across YouTube, Vevo, Vimeo, Spotify, Radio, Sound Cloud and Pandora.



After tracking thousands of artists from nothing to global success over the past five years, music analytics firm Music Metric is beginning to be able to spot the signs that distinguish an also-ran from a gold medalist.

Universal Music UK's director of digital, Paul Smernicki too thinks that ultimately the music industry will always be focused on content, no matter what analytical tools are available: "I think the mystique [of the music industry] is around artists, and that's under their control."

He's sober about the impact that music analytics tools are having on the industry: "It's important to remember that it's just a set of tools to help inform us. The data doesn't make the decisions, that's an un-replicable part of what we do."

But with robots replacing humans in every sphere of work, who knows how long it will be before the most successful talent scout in the industry is an algorithm.

# STUDENT spotlight

## **SHARDUL BAJPAI**



**Student of Masters in Business Analytics and Project Management (Fall 2014)**

**Experience: 4 years in Analytics in diverse fields into "R, SAS and SQL"**

**Company: Mu Sigma (2 years)  
GE Capital (2 years)**

LinkedIn:

[www.linkedin.com/in/shardulbajpai](http://www.linkedin.com/in/shardulbajpai)

**Tell us your key learning's at UCONN in context to Analytics?**

I have done my under graduation in Metallurgy and Material Science. So before I joined Mu Sigma I had no background in analytics. My learnings in analytics was shaped by the opportunities I was presented with. After

joining UConn I got an opportunity to develop a broader base through various courses. UCONN MSBAPM program not only groomed my knowledge but taught me the fundamentals. Most of my past experience was in Banking and Insurance industry. MSBAPM program also helped me in developing business acumen for different industries.

**A technology/tool which dazzles/excites you towards Analytics? And Why?**

Actually I am not particularly excited by any technology or tool. Data is growing at a fast pace so tools and technology used in analytics will be a constant change. What really excites me is the way analytics is helping companies in shaping their businesses. The diverse and interesting set of problems that they are trying to solve dazzles me.

**Where you see Analytics in next three years?**

I believe many companies have not realized the true potential of analytics. Except those who are regulated heuristic approach is still a part of their decision making. I think that is going to change soon. Someday I would like to see analytics to be as important as IT for any

company be it a small grocery store.

And how would you advise your juniors to prepare for it?

I would advise every MSBAPM student to utilize their time here very wisely. Use it to improve as a professional. But more importantly improve as a student. While working we do not get a chance to learn something new, something different. Learn as much as you can. Learning is like a cow of desire. It, like her, yields in all seasons.

**Which field /branch where you think analytics could work wonders and hasn't been implemented efficiently yet?**

Truly, Analytics is in every industry. I believe that the scale of consumption of analytics to make business decisions will increase. Analytics is extensively used by the big players of an industry but slowly analytics is transfusing its effect into medium and small scale players as well.

# STUDENT spotlight

## Vinodh Ramadoss



**Student of Masters in Business Analytics and Project Management (Fall 2014)**

**Experience: 12 years in Project Management**

**Company: TCS**

### **Tell us about yourself**

I am from Chennai, a city from southern part of India. I am married to a lovely and a caring wife Vidhya and have 2 beautiful daughters Shruti and Shriya. I started my career as a C programmer in Indian Institute of Madras. Then I got an opportunity to work as a C++ Programmer in L&T. I gained a lot of experience in Software Development Life Cycle for the next 4 years in L&T. Then I joined as a technology expert in TCS but soon moved into a Managerial role. I have been with TCS for the past 11 years

and have been managing projects since 2010.

### **Share something about your work experience**

I have been working in TCS for a major Healthcare Customer for the past 9 years. Most of my experience in TCS has been managing big Transformation projects. I got exposed to SAS software while leading a major migration project in 2011. Then I got a chance to manage a big program called ICMS. This was a \$5 Million dollar project and TCS was responsible from gathering the requirements, converting the requirements into technical design, developing and testing the code and deploying the code into production. I am currently managing a Production Support engagement of size \$7 Million at the Customer's site.

### **What brought you to the MSBAPM program?**

When I was working in India during 2013, I was browsing through different part time MBA programs that I could apply for. I came across the MSBAPM program in UConn website. As soon as I saw the curriculum I decided that I will apply for this program as it was the right fit for my profile. I wanted to learn deeper analytics concepts when I was working on the SAS migration project. I knew that my PMP and SAS Programmer certifications will help me earn

an admission to this program. So I applied for this program and got an admission to the program. I also got the onsite opportunity at the right time.

### **What is the biggest challenges you faced at UConn?**

I joined this program during the fall of 2014. I was able to complete the 1st semester easily without any issues. But during my second semester I enrolled into 2 Flex courses in parallel. One was Predictive Modeling and the other was Project Risk and Cost Management. I could not relish both the courses because I had to balance between completion of assignments for the 2 courses, attending to my production support calls at my office and managing my family. Thought I did a decent job of managing all 3 of them, I could not relish the classes of the most wonderful Professors Prof. Cruz and Prof. Marsden.

### **Do you want us to share any professional experiences with MSBAPM students?**

I have managed some very big engagements so far. But not all of them have been successful. I would like to share my experience while handling a failed project the project I would like to share is SAS migration project. This project involved an initial phase where we had to collect SAS Program

Inventories from all the Customer's departments. We thought we had collected the Inventory from all the different departments. While we were in the middle of the testing the migrated components, we came to know that we missed to collect Inventory from a Big department. This was a failure in terms of both Stakeholder Management and Scope Management. I should have had the full list of departments and their stakeholders during the planning phase. We had to postpone the delivery date by a month to accommodate this new Inventory.



## **Anirudh Reddy Pathe**



**A Hotel Data Analysis Manager at Priceline.com, who just moved from Aetna (Senior Informatics Analyst) is 2013 graduate.**

**Let's hear about his life and challenges**

### **Tell us about your job responsibility and challenges that you face every day?**

It's only been a couple of weeks since I moved to Priceline, hence I think it's more appropriate if I talk about my Aetna Experience.

I was leading a team of 3 in Aetna to deliver a plan recommendation Engine that can parse through thousands of medical plans and plan types to recommend the best plan that fits the customer based on the person's historical healthcare consumption.

I would classify the challenges into Business challenges and data challenges.

After you move out of the MSBAPM course, you start to realize that the data is never as clean as you see it the assignment data sets, it's always messy, complex and hard to find. The data challenge included dealing with this data to make sense out of it.

The business challenge included understanding the way the plans work to convert all the plans into numbers. As Aetna has been around for long time, they have developed thousands of medical plan types, it was a challenge to come up with an algorithm that can compare all the different types to make the result meaningful to the customer.

### **How do you develop a work-life balance?**

I have made it a point to learn to leave work once I leave the building. My company has my time for 8-10 hours a day, rest of the time is mine to learn, have fun and grow.

I have developed a liking for seasonal activities such as snowboarding, golfing etc. that help me rejuvenate. I experiment with new musical instruments and try to learn them.

### **Some advice to the graduating batch?**

As I mentioned earlier, you will see that data in real world is way more complex than in class room, take it up as a challenge rather than hating the way it is if you want to enjoy your job :). Never stop learning!

### **Why do you love your job?**

I believe we're at the beginning of the data science revolution, data driven decision making. Leading that change in my organization excites me.

### **What was the key element that triggered the Aetna to Priceline jump?**

I love challenges and working under pressure and that was getting saturated at Aetna. I was getting too comfortable at

the place, needed a change to put the learning curve back into trajectory.

### **What would you like to change about the BAPM Program?**

I always felt that I missed out on a chance to live at Storrs campus, now that the size of the class is so huge I would break the course up into two.

More statistical, rigorous full time course at Storrs campus High-level analytics/Project Management part time classes in downtown for working or experienced professionals.

### **What do you miss the most about BAPM program?**

During my program I was one the youngest students and I learnt a lot from the highly experienced professionals in my batch. I miss conversations with Professor Ram, city steam and the free time.

### **How do you see Insurance Industry evolving?**

Insurance industry has been reactive for the longest time, with the new tools and technology I expect it to be more proactive in terms of catching fraud, personalizing the experience to the customer etc.



## **How to Prepare for a Career Fair (Part 1 of 3)**

By Katherine Duncan

By now you have probably heard that our School of Business Career Fair is coming up on October 23rd in Hartford. It will be a great opportunity for you to learn about companies and industries you are interested in, and to practice networking. This newsletter article will help you prepare for the career fair BEFORE you attend. Next month's article will focus on what to do DURING the fair, and in the following month it will describe how to follow up AFTER the career fair. Here are some things to do before the Career Fair. Make sure you have your polished resume in a folder or portfolio so it doesn't get bent or folded. You may also want to have business cards made so that you can hand out your contact details quickly, but this is optional. You will want to be dressed appropriately in business attire to make a strong first impression. Make sure to leave any backpacks or duffel bags at home, but a nice briefcase or purse is fine.

A very important part of preparing for the Career Fair is

to do your research and know which companies will be attending. More importantly, which do you want to speak to or learn more about? There might not be ample time for you to meet with every single company that interests you, so have a list of "A" and "B" companies to prioritize. Have your pitch perfected (20 to 30 seconds) so that as you meet those new company reps you'll be able to tell them more about you! Take it one step further by preparing questions for those company reps, you'll come across as thoughtful and proactive! A good rule of thumb is to avoid any questions that you could easily have found the answers to by doing your own research.

If you are someone who might get nervous in this setting then practice, practice, practice!

## **Workshops**

### **"Introduction to Statistics" workshop, by Shardul Bajpai**

Knowledge of Statistics is one of the corner stones in the field of data science. Though the use of data science varies by industries, the basic application of statistics remains the same. This workshop touched upon some basic concepts of statistics like Probability Distribution and Hypothesis testing.

Shardul began the workshop with an introduction to statistics

defining the terms Descriptive and Inferential Statistics. He then explained the concepts of Random Experiment, Random Variable, Expected Value and Estimator.



After which he covered in detail with real life examples, the concepts of normal distribution, central limit theorem, hypothesis testing, significance test and t test, and confidence intervals. The workshop was scheduled for a duration of 1.5 hours and was attended by 35 students.

Students thought it to be a great session and very informational. Though this workshop benefited students with little or no knowledge of statistics, it was also a refresher for those with sound statistical background.

### **"Introduction to Data Analytics" workshop by Jitendar Thakur**

This info session started with Jitendar covering some basic definitions of terms like Big Data, Business Intelligence (BI), Analytics, Data Mining, BI versus Data Science, etc. Later, the class took a quick look into

evolution of data analytics over the last 5-7 years to understand its significance in the 21st century.

A high level overview on Data Analytics Lifecycle, various technologies and tools presently used in the field of Data Science was provided. A few examples on Analytics were discussed to showcase the wide range of application of Analytics in Business, Sports, Education, Social Networks, Healthcare, Elections, and Governments.

Next, the class went on to understand the interdisciplinary nature of Data Analytics, getting familiar with Big Data Ecosystems and the role played by a Data Scientist. A brief sneak peek into different mathematical methods employed in data mining was given. Lastly, Jitendar talked about the different skill requirements for aspiring data science professionals, and some recommendations on using online resources on acquiring these required skills.

### **"US Business Etiquette / Soft Skills" workshop by Heather McLarney and Matt Rugeri**

This workshop introduced basic US etiquette, culture, and soft skills using PowerPoint slides, real life examples, videos clips, student participation, and interactive exercises.

During this workshop Heather touched upon US



working culture, everyday communication, and dress code and work etiquettes. This workshop benefitted a lot of students to a great extent.

**quick!**  
food & more



### Frozen Fruit Smoothie

- 2 cups frozen berries or fruit
- 2 Tbsp. orange juice concentrate (or 1/2 cup orange juice)
- 1/2 cup water
- 1/2 cup yogurt
- 1 frozen banana
- 1 Tbsp. honey

Add all ingredients to your blender and blend until completely smooth. Your smoothie will also be extra thick from freezing the fruit

Optional: Add 1-2 Tbsp. of flax seeds to the blender for even more nutrition.

Freeze all the ingredients for a smoothie in a Ziploc bag so it is ready to make in the morning



### Avocado Egg Toast

- 1 ripe avocado
- 1 teaspoon lemon juice
- Sea salt
- Pepper
- 2 eggs, cooked Sunnyside up
- 2 pieces of multigrain bread, toasted
- Black beans (optional)
- Sliced tomato (optional)
- Shredded cheddar cheese (optional)

**Toast your slices of bread.**

Cut the avocado in half lengthwise, twist to separate, and remove & discard the pit. Scoop out the avocado flesh. Add it to a small bowl, and mash with a fork. Stir in the lemon juice. Cook your eggs. Spread the avocado on your toast. Top each piece of toast with an egg, and sprinkle with sea salt, fresh ground pepper

### Creamy Chicken-and-Broccoli Pesto Bow Ties



- 2c. Broccoli florets
- Kosher salt
- Freshly ground black pepper
- 1 bunch fresh basil
- 2 clove garlic
- 1/4 c. olive oil
- 2 tsp. lemon zest
- 3 oz. Parmesan
- 4 oz. mascarpone or cream cheese
- 2 c. shredded rotisserie chicken
- 1/3 C. chopped toasted pecans (optional)

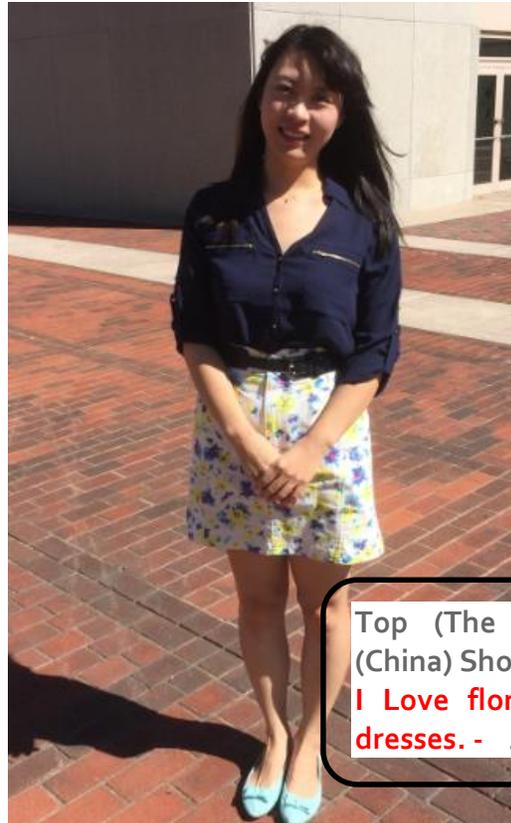
**Cook the broccoli in boiling salted water until tender, 5 minutes; remove to a bowl with a slotted spoon. Add pasta to water and cook according to package**

directions; drain.

Process basil, garlic, oil, lemon zest, red pepper, and Parmesan in a food processor until finely chopped. Add broccoli and pulse until coarsely chopped, 4 to 6 times. Season with salt and black pepper. Stir broccoli pesto and mascarpone into pasta until well coated; fold in chicken.



T-shirt (Express) Jacket (The Limited) Bag (Channel)  
**I love to dress up chic and comfy!! - Lamia Nafees**



Top (The Limited) Skirt (China) Shoes (I.T.)  
**I Love floral and printed dresses. - Jing niu**

★  
*look of the month*  
by freak in you



White Shirt (Armani) Sweater (French Connection) Shades (RayBan) Watch (Tommy Hilfiger). **I love experimenting with colors -Alok Singh**

Dress (H&M) Jacket (H&M) Bag (Louis Vuitton) Shoes (Aldo) I want to be super comfortable when I go to school. **I am a shoe shopaholic - Marcia Zing**



# Celebrations

**September 27<sup>th</sup>:** The Chinese Mid-Autumn festival. The 2015 Fall BAPM Chinese students got together and celebrated their first month survival into the new environment! In China, the festival is the time for families' reunion, wishing the next year's happiness, and watching the full moon.

However, since these students are studying abroad, everyone was so excited to get to know other classmates through the dinner party and they became each other's' new family members!



Because of celebrating the traditional festival, they soon get to know each other and look forward to spending next two years together on

their life journey!

**By Tanya Wang**



**Chinmay Joshi: Flute**

Check out his talent on YouTube:

[https://www.youtube.com/watch?v=tHB4NeXRM\\_M](https://www.youtube.com/watch?v=tHB4NeXRM_M)



## SEPTEMBER

“  
*In order to succeed,  
 your desire for  
 success should be  
 greater than your fear of failure.*”

.....  
 – Bill Cosby

Art by  
**Sudeepta Chandel**

This painting by **Orestes Bouzon** caught my attention and drew me to the serenity and beauty of young lady wrapped in layers of blue. I call it Mesmerizing beauty in blue.

The painting is done in Acrylic.



An executioner lines up 100 prisoners single file and puts a red or a blue hat on each prisoner's head. Every prisoner can see the hats of the people in front of him in the line - but not his own hat, nor those of anyone behind him. The executioner starts at the end (back) and asks the last prisoner the color of his hat. He must answer "red" or "blue." If he answers correctly, he is allowed to live. If he gives the wrong answer, he is killed instantly and silently. (While everyone hears the answer, no one knows whether an answer was right.) On the night before the line-up, the prisoners confer on strategy to help them. What should they do?

Please mail your answer and explanations to [dinesh.takkallapelly@uconn.edu](mailto:dinesh.takkallapelly@uconn.edu)

- Dinesh Takkallapelly

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