

UConn School of Business

MSBAPM

NEWSLETTER

April 2016

UConn Huskies - Standing 'Tall'! Its 4 in a row!!!



UConn MSBAPM congratulates the winners of the basketball team.

UCONN
SCHOOL OF BUSINESS

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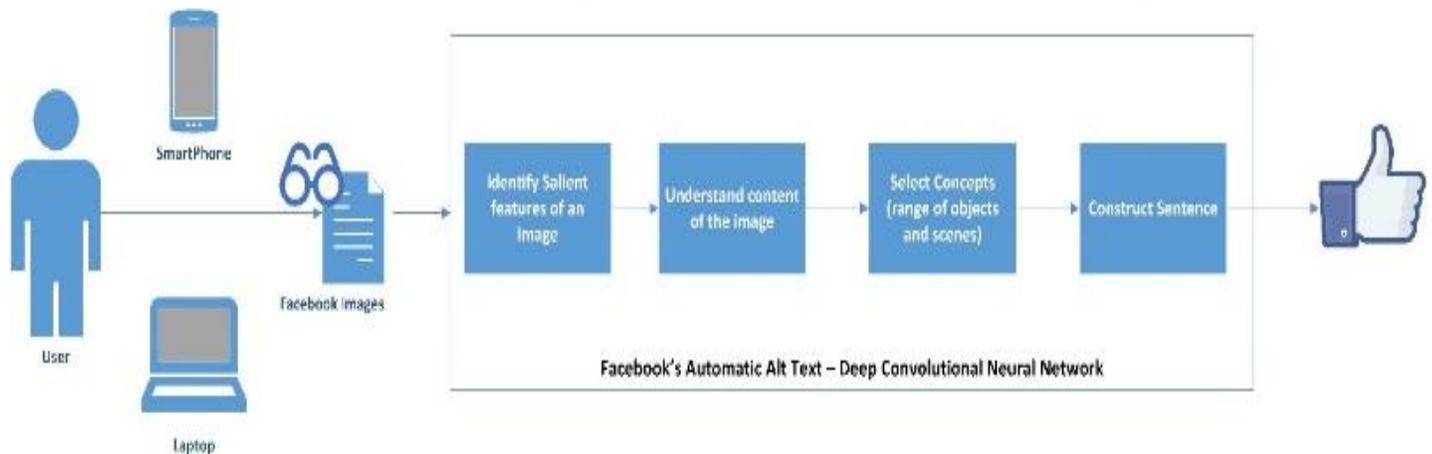
Connecting the World – Facebook’s Machine Learning

The idea of a digital parallel universe which could connect more than 1.5 billion people, about a decade ago would not even have found a way in the comic book sections. A universe, which defied geographical boundaries, culture, language, race and creed, where everyone was free to connect with a click of a button, was as good a dream as it is now to inhabit Mars. Yes, you guessed it right – we are talking about the digital universe called – The Facebook! It is probably an irrefutable argument that the rise of Facebook has been one of the significant milestones for humanity. The world has indeed become a small place now, tightly knit by **zillions of threads of digital footprints of more than a billion people**, in effect, creating one of **largest, complex and richest datasets** in the world. As a data analyst, we can only imagine the limitless power of analytics that can be applied to almost all walks of our lives. One such recent application was the **introduction of an object processing and image recognition machine learning tool** – the Automatic ‘alt text’.

While most of us are fortunate enough to be able to exponentially enrich our social media experience by sharing, liking, commenting and posting visual content by means of photographs, videos, infographics, blogs etc., across Facebook, Instagram, Messenger, WhatsApp and many more mediums, there are more than 285 million people in the world

with severe to complete **visual impairment**. Facebook came up with an amazing and noble idea to help such people connect without feeling secluded from the conversation around photos on Facebook and experience a visual imagination, which most of them had never experienced before. Facebook’s Automatic alternative text, or automatic alt text, is a new machine learning development that generates the **description of a photo by decomposing the salient features of the photo** (like the person, objects, backgrounds etc.) and a brief narrative of the same, trying to interpret not only the subjects (people in the photo and what they are doing), but also the context (background of the phot that makes it interesting or significant).

The computer vision (CV) platform of Facebook is one of the largest and fastest growing repositories of images and videos posted by Facebook users. This platform hosts the Facebook’s machine learning, image recognition engine. The core of this engine is a deep convolutional neural network with millions of learnable parameters. The CV platform easily collects and annotates millions of example images that are then used to train the network in a supervised and semi-supervised manner. The platform also provides the capability to learn new visual concepts within minutes and immediately start detecting them in new photos and videos. Once the image is broken down into its salient features, the engine attempts to combine both the range of objects and the scenes, referred to as ‘concepts’.



At its current capabilities, the engine can recognize a limited range of concepts, such as people's appearance (e.g., baby, eyeglasses, smiling, jewelry), nature (outdoor, mountain, snow, sky), transportation (car, boat, airplane, bicycle), sports (tennis, swimming, stadium, baseball), food (ice cream, pizza, dessert, coffee), objects (car, building, tree, cloud, food), settings (inside restaurant, outdoor, nature), and other image properties (text, selfie, close-up). The current minimum **object detection precision of the machine learning model is close to 80%** (with some concept detection as high as 99%). Over time, the goal is to increase the vocabulary of automatic alt text to provide even richer descriptions.



The final step is the construction of a sentence about the concepts identified in the image. Before the sentence formation, the concepts were grouped into 3 categories – people, objects and scenes – and then presented in the same order. The final sentence begins with a phrase – ‘Image may contain’ (as the description is only a probabilistic estimate), followed by the number of people (approximated by the number of faces) in the photos, whether they are smiling or not; the list of all the objects detected, ordered by the detection algorithm's confidence; scenes, such as settings and properties of the entire image (e.g., indoor, outdoor, selfie, meme).

Such an application of analytics can reinforce our belief in the power of data to make the world a better place. As they say, photos have an important story to tell. They rely on you to give them a voice!

“Analytics in Action” – Healthcare Industry

A bright sunny day, at the onset of spring, it was a normal day for Jeff Bravo, a high school teacher. Little did he realize that his grammar class would eventually end in an ICU care unit? Jeff suffered a severe seizure while at school, with his heart rate spiking into dangerous territories, jumping from 70-190 BPM. While in the emergency, the doctors needed to know the exact moment his heart rate was irregular to prevent life-threatening blood clots or worse – more seizures, but of course, Jeff was in no position to speak. A quick look at his wrist, the doctors realized that Jeff was wearing a **‘Fitbit’ – a wireless-enabled, wearable fitness device that measures fitness data** and other personal metrics. The ‘data’ in the device showed Jeff’s heart rate shot up three hours before, meaning this was not normal for the 42-year-old Jeff and they were in the clear to use electric shock to stabilize his heart, which eventually saved Jeff’s life! While it may sound a fairy-tale, but this was a true incident. Our belief in the power of data and analytics can only be reinforced by such heart-touching real time applications.

The Healthcare industry will be one of the biggest analytics consumers in the years to come. The exponential increase in the open data, electronic medical records, connected health devices (like Fitbit), **an explosion of data about human genome, combined with advances in data analytics** – have given us the potential for a revolution in health care. We can look forward to more data-driven diagnostics, treatment plans, and predictive analytics to determine the best treatments more scientifically. Many experts now think we're on the verge of a new era of personalized medicine, where an individual's data -- ranging from genetic makeup to exercise habits -- can be used with the right algorithms to help determine a strategy for care. Here, **we will highlight two analytics success stories in the healthcare industry**, each of them brining a unique and innovative analytics

approach to solve some of the most pressing challenges.

Cognitive Health – IBM Watson: IBM’s Watson Health is a super computing system that is capable of learning natural language processing, machine learning and cognitive computing. It can learn to read electronic health records both structured and unstructured text (or unorganized, tough-to-mine data), process and read images. Just a year old, Watson Health, has already ingested more than **15 million pages of medical content, looked at 200 medical textbooks, read 300 medical journals, analyzed 30 billion images** and will only go smarter with more data! The current and future potential with access to analyze such a tremendous amounts of data is absolutely unimaginable. Watson Health can help speed the time to drug discovery and enable radiologists to read faster and improve their workload. It will help people track the genome of diseases and patients, and find the best paths to help clinicians treat their patients better.

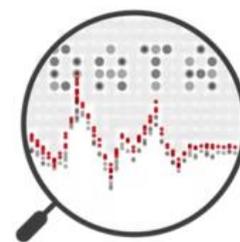


Improving Emergency Department Workflow and Patient Care: Over the past two decades, **emergency department (ED) crowding and delays** have become serious issues for hospitals and health systems in the United States. ED visits grew by more than two million per year, characterized both by patients who were older and sicker thus requiring more complex, time-consuming workups and treatments, and by non-urgent patients who use the ED in place of primary care facilities. In 2012 hospitals reported more than **40% non-urgent patient** visits contributing to long waiting times, decreases in quality and timeliness of

care, and decreases in patient satisfaction. Working with one of the largest safety-net hospitals in the country, the operations research team devised a new ED decision-support system that combines machine learning, simulation, and optimization to address the complex challenges facing EDs’. The decision support system **allows healthcare users to optimize workflow globally, taking into account the uncertainties of incoming patient diseases and associated care**, thereby significantly reducing the length of stay and waiting time of patients. This is achieved without changing physical layout or increasing any resources, focusing instead on process consolidation, operations tracking, and staffing. Post implementation, the system helped reduce average length of stay by roughly 30% and the associated average waiting time by 70%. By repurposing existing resources, the hospital established a care management observation unit leading to a reduction of 28% in ED readmissions, reducing a \$ 7.5 million yearly savings in penalties. The number of patients who were left out without being attended to was reduced by over 30%, generating a revenue of close to \$ 100 million. Yet another great application of analytics in the healthcare industry.

“DATA SCIENCE INTERVIEWS “

Are you prepared?



We all hear Data scientist is the “sexiest job of 21st century!”

Everyone thinks being one is having multiple skills like statistics, machine learning, data munching, databases and data visualization. But in fact, that’s not true. When you read the job description you would exactly

know what kind of data scientist are you. This profile is a blanket for various roles.

Few types are:

- A data scientist is often a data analyst. Mostly working with Excel or R to make pivot tables, A/B testing or managing the company's Google Analytics account. Thus, having analyzed this data draw variety of results.

- One is the data science role for Non-data companies. For these company, they really care about the data they have and need you to generate meaningful business value from it. Generally, interviewing them would be familiarity with tools like Hive and Pig.

Next, follows the question, "what skillset do I need to be one?"

You need minimum of these 8 skillset to clear the interview:

Basic Tools like SQL for database querying, R and Python for basic statistical analysis and MS Excel for playing around with numbers.

Basic statistics like definition of "p-value ".This is one of the most common question in interviews. Understanding different techniques and know when to/not to apply them is a must.

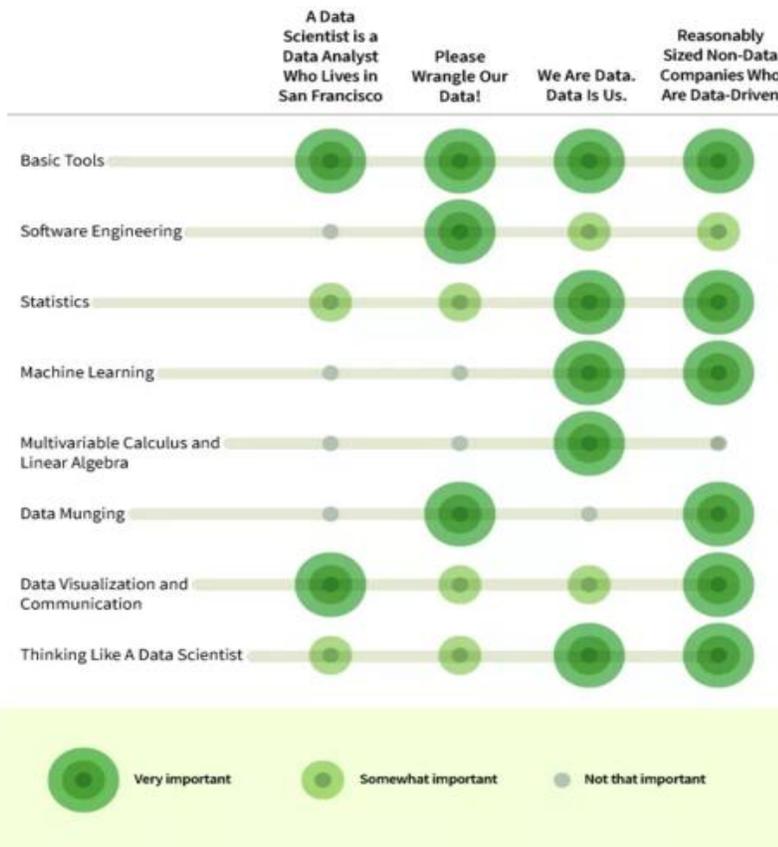
Machine learning methods like k-nearest neighbors, random forest, ensemble methods and all new buzzwords in machine learning.

Multivariate calculus and Linear algebra basics is a must. One wonders why would you know this when R/ SAS could do it for you but companies expects you to know these concepts as you can make small improvements in predictive performances or algorithm optimization.

Data munging is where most of your work is. Dealing with terms like "Connecticut", "CT" or "CONNECTICUT" or date formatting is difficult. Data cleanliness is an important skillset to know.

Data visualization and communication is incredibly important to make data driven decisions. It helps view both technical/non-technical audiences.

Lastly, is thinking like a data scientist? Try solving data driven problems. How to interact with engineers and product managers? What methods to use? When does approximations make sense?



4 types of data science jobs with a breakdown of the 8 skills you need to get the job

- Often data scientist is a "data engineer". This is where one builds the database structure of the new expanding company where data grows enormously. Here, one make meaningful contribution in the production code under the guidance of senior database developers.
- Next, is the most interesting one? Here, the product of the company is "data". Making applications/ dashboards for data driven products for companies who have large consumer data or other companies that offer data-driven services.

Data science is still an ill-defined field yet, it's evolving most. These skills are a must to know before the interview.

Impress @ Internship!

The internship season is back and as summer approaches we see a lot of our BAPM folks grabbing great internships. Here are a few tips to make the most of your internship.

1. Do your Research - You surely did before you interviewed for the company, but it is always better brush things up to start off on a confident note.
2. Be on time-Always!! Punctuality shows that you can be **trusted** with deadlines.
3. Dress to impress - Create the best first impression and make it last.
4. Stay determined - Treat it like your real job- Take the work seriously and do not hesitate to ask relevant questions if you are stuck. After all you are there to learn.
5. Learn names and build your network - Interact and socialize with you colleagues, you never know who, when and what might come handy for your full time job search.
6. Take initiative - Being proactive is the key. Find work from seniors. Given a chance make sure you participate in various events which can help to gain visibility within the organization.
7. Listen to learn - Strive to excel. Speak up your ideas but also make sure you listen to what your colleagues have to say. Knowledge you acquire from these experienced professionals might come handy sometimes.
8. Document your work - You are surely smart, but people forget. Taking notes and documenting can help a great deal in keeping track of your progress and will be useful when you reiterate the work to seniors.
9. Follow professional Email etiquette- Proof read your mails. No "I WANNA"!! No "How ya doin"!

10. Have fun - Enjoy your work and unwind over the weekends. You deserve to treat yourself sometimes.

April Newsletter Article – 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 summer BBQs or parties for networking – use the nice weather 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 summer 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!

Project Corner: R Programming

Email Mining

The Story behind the project

Email is a fast, cheap and effective way of communication. It has become a very popular mode of communication over the past few years. People are sending and receiving thousands of messages per day in the process of communication with their friends, family, relatives, colleagues and other important persons in their lives. They are even sharing their important documents and information via emails. With so many emails in their inbox, email management has become a very tough and challenging job in recent times. They often overlook the most important emails, unable to analysis the connection between two related emails and even find it difficult to scroll through long email chains. These problems give us the motivation to explore an option to create a quick, easy and concise mind map of important and most recent emails for the end users without even logging into their email accounts.

Technicalities involved

The technical solution provided for this problem has been structured in the following way. Firstly, we have retrieved the unstructured texts from a user email account. In this step, we have set up an OAuth authentication for the email account to read the recent emails for specific contacts provided as inputs. Secondly, we have used the latest Natural Language Processing packages in R to perform text mining on the retrieved data. In this step, we have performed text mining to remove

punctuations, stop words and other required text transformations. Thirdly, we have visualized the retrieved data using latest visualization packages in R. In this step we have built a tree map to represent the connection between each contact from recent emails and lastly, we have hosted our solution online using Shiny. This enables any user to create a mind map by entering the list of contacts for which the mind map needs to be created using the online application.

The business value of the project

The mind map of emails will help people to easily find out the important emails, interpret the links between emails and follow recent email threads. This will help them to prioritize and manage emails in a much for an efficient way and take actions accordingly. This will reduce the pain of logging into their email account and search for important emails and then scan through all the texts in the important email threads to find the central theme for an action. This online solution can be accessed from mobile applications even without logging into the email accounts. This solution has further scope for improvements and can be developed further as a very strong application with added features and functionalities which can be unique and used by all of us. **Project Team:** Anirban Majumder, Revant PrashantBalasubramanian, Ashwin Ramanathan

Mind map

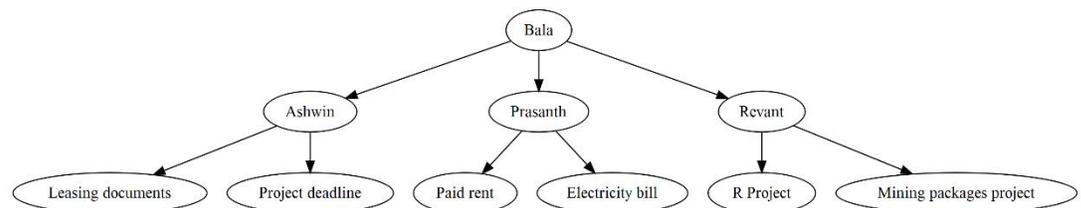
Contact 1

 Contact 2

 Contact 3

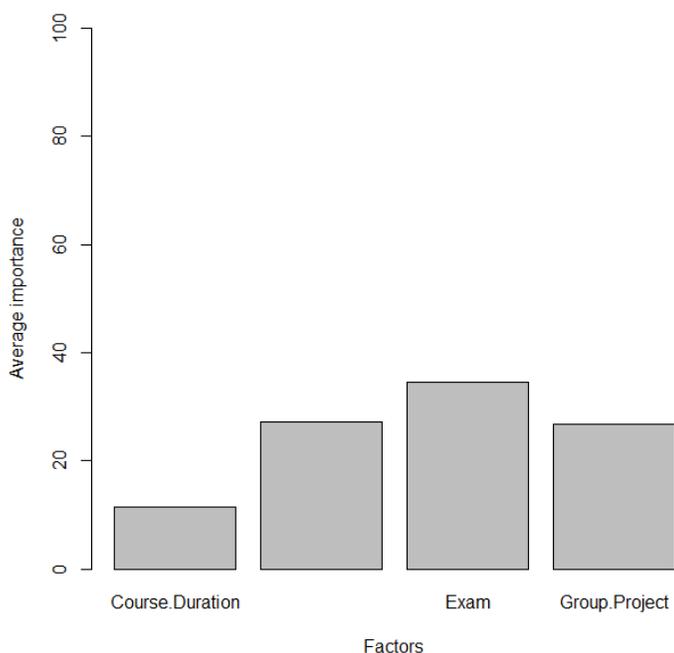
 Contact 4

 Contact 5



Conjoint Analysis

When making choices between products and services, every consumer is faced with trade-offs. Is high quality more important than a low price and quick delivery? Or is good service more important than the design, look or feel? Conjoint analysis is a powerful market research technique that measures how people make decisions based on certain features of a product or service. It decodes their purchasing behaviors helping you predict how a new product or service will perform in the market. It assists companies in designing new products.

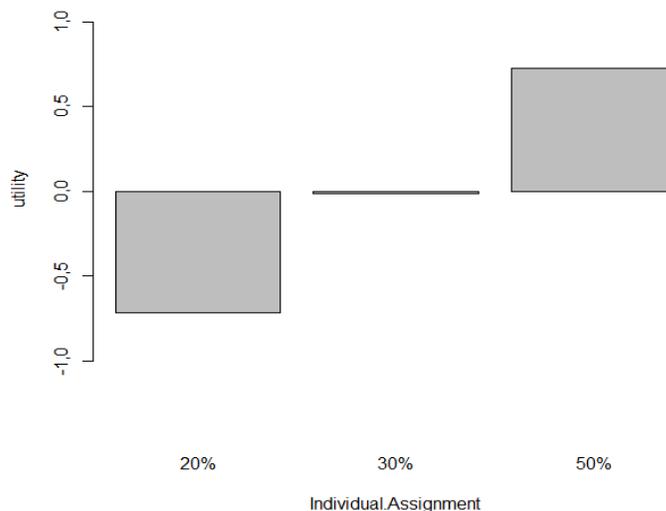


When creating a new product companies face a challenge of how to design a product. For example when designing a new tea we have to decide – should the tea type be leafy or granulated; should we make tea with aroma or without aroma; should we price the new product high, low or medium. One way is to find the voice of the customer and design the new product accordingly.

We conducted a live demonstration to show how conjoint analysis works by taking a quick analytics course survey in the class. We built the dataset through an online survey form and asked our peers to take the survey wherein the respondents were asked

to provide ratings for 10 different courses with different attributes and levels. The attributes were Course Structure, Individual Assignment weightage, Exam weightage and presence of Group Project. Each attribute had various levels, for example - Flex or Non-Flex Course Structure, 20%/30%/50% weightage for Exam, etc.

Analysis of conjoint data yields a series of scores for each respondent for each attribute level. These scores, known as part-worth, may be likened to the unit which is an arbitrary measurement of utility consumers associate with a product and its attributes. Each score reflects the value the respondent associates with each attribute level, and is the building block from which all analysis is conducted. By assuming a simple additive model, we are able to build products and pricing structures, and then calculate the value consumers find in that product. By comparing this to other potential products in the marketplace, we can begin to understand how consumers will choose products in the real world.



Once the data is collected regarding consumers' preferences of the 10-15 profiles shown, we can design several new products and calculate the product that will be most preferred. By building this product, companies can increase their market share thus providing business value.

We designed 4 new courses and through our analysis, we found that the following course has the highest

utility: Course Structure (Flex), Individual Assignment (50%), Exam (20%) and Group Project (Yes). Our analysis showed that students give higher preference to Exam overall but with Exam should have lesser weightage as compared to other attributes. It seems as if students are paranoid about exams! Students prefer Individual Assignments with higher weightage and similarly, preferences for different levels can be found.

Project Team: *Abhimitha Srinivasan, Aayush Khemka, Harshal Parikh, Kanchi Gaikwad, Siddharth Singh*

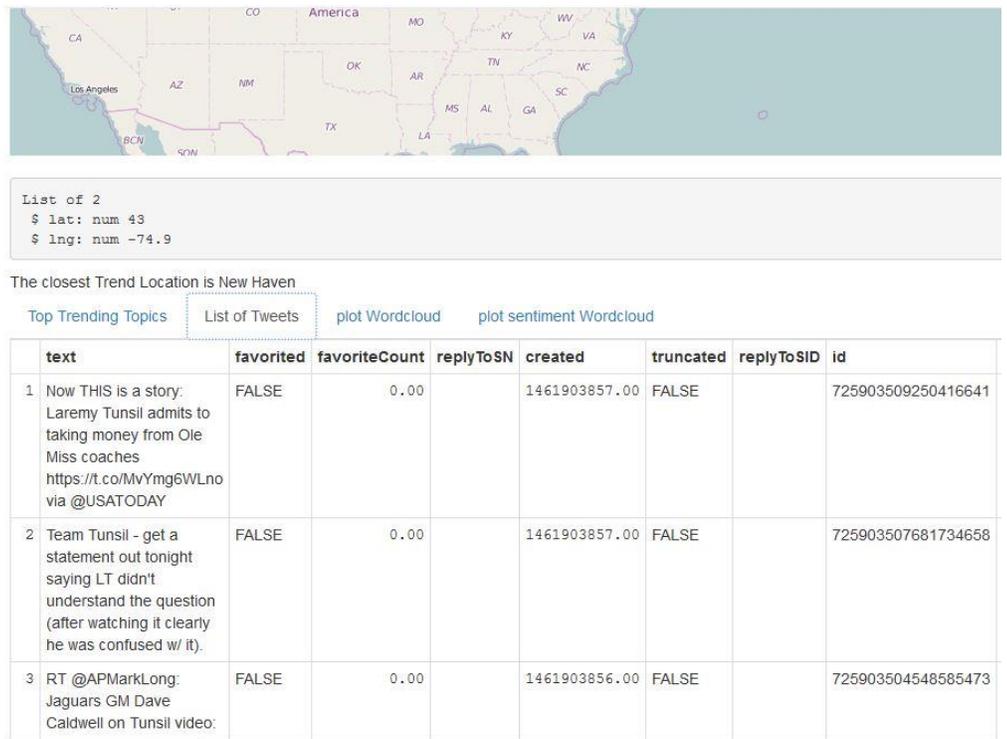
TWITTER – WEB ANALYTICS

In any business environment, it is very important to understand the needs of a customer. Understanding the customers and improving the satisfaction by providing customized products and services would set a business apart from its competitors. The conventional way of collecting feedbacks and surveys and analyzing the psychometrics of a person are expensive and often misleading. The best way to track the customers without disturbing them and getting unbiased information would be by crunching their activity in the worldwide web. Customers are increasingly voicing their opinions on social media platforms which is a great source of insights for businesses. This project deals with identifying the trends and sentiments of twitter users at different locations which will help business make informed decisions in key areas with respect to campaign management, service offering and targeted product sales.

Twitter is a huge social network with over 500 million users, with 66% of them active who follow other users or publish tweets - 140 character short messages. Twitter’s stats show that every user on an average has tweeted 307 tweets and the total tweets as of 2013 were estimated to be around 300 billion averaging 500 million tweets per day. The social network generates ginormous tweets which can be used to derive valuable insights.

This can be achieved by numerous cutting edge tools and languages such as R, Rapidminer, Python, SAS, WEKA and the free API’s provided by the twitter can be used to harvest the potential of these ginormous data. The API provides information about the following

- Information of the User
- User’s network and his connections
- Tweets tweeted by the user



The data that we used in this project has real time user information, geographical location of the user and tweets published. This project delineates the use of several packages of R on the data obtained from Twitter API and uses R Shiny to render results of the analysis in the form of a simple web dashboard.

A simple web application was developed for the above business case using R and R Shiny. The application

interacts with the twitter API, extracts twitter data and finds the popular trends in the locations clicked on the map. The application also returns word clouds containing the most popular words from the trending tweets. This in turn is used to perform a sensitivity analysis on the data and display a histogram and helps us to know the sentiment of the tweeters regarding the topic.

1. Use R and Create a Shiny web application
2. Receive geographical location inputs
3. Fetch Twitter Data from Twitter API for the received location
4. Find the trending topic for selected location along with the top tweets for the topic
5. Create a word cloud for the most frequently used words from the trending tweets
6. Perform sentiment analysis on the top trending tweets are the general steps involved.

Agile Project Management at MSBAPM: A Retrospective

By Christian Lemp

If you are a student with business mindset who wants to work on innovative projects, the Agile Project Management course is a must at UConn School of Business. It will teach you to deliver a minimum viable product for your own idea. Unlike an introductory project management course with a predefined project, you will learn to build upon waterfall methods to manage the creation of your own product using agile.

The Agile Manifesto promotes four core values and twelve guiding principles to deliver value faster,



Project Team: Deepan Thulasi, Dharini Balasu, Kirubha Karan, Nirmal Chandra

cheaper, and more collaboratively (<http://agilemanifesto.org/>). In this course will explore and test new tools and technologies, such as SeeNowDo (<http://www.seenowdo.com>) for creating

user stories and managing sprints. You will learn about Scrum, Lean, Kanban, time and budget estimation, and how to communicate effectively throughout a project. However, always remember: individuals and interactions over processes and tools.

Agile is rooted in manufacturing. It then matured with the growth of software and technology. Other industries are observing the successes of the technology industry and are beginning their own agile journeys back to simpler, better times. This transition requires a specific mindset and flexible, but structured, rituals. However, Professor Wilkins taught us how to apply these skills and implement components of these frameworks into our own workflow, regardless of industry.

This was the first semester the course was taught, so we were fortunate to have a small class size. We learned from other's experiences in a way that cannot



be replicated in much larger classes. I learned that even in large, process-driven organizations, there was room for new ideas and creative ways to organize within a team. I work at Travelers in an analytics group within Corporate Audit, and I see agile slowly being adopted each day - both on my team and within the enterprise as a whole. Drawing upon what I've learned in class, I recently used a Kanban board to organize the creation of a dashboard I developed with a teammate. It was simple, fast, and didn't disrupt our normal workflow. In fact, it was more fun.

Faculty Spotlight Nora Madjar



Tell us briefly about your journey at UConn.

I came to UConn right after completing my Ph. D. at the University of Illinois, Urbana-Champaign in 2002 so this is my first and only academic job but I've had a Fulbright scholarship that allowed me to teach courses in Bulgaria as well. I've taught both undergraduate and graduate courses in Organizational Behavior, Creativity and Negotiations. My absolute favorite course to teach is Negotiations for graduate students as they can apply the skills they learn from this class right away.

Share some of your research work.

My research is about creativity in the workplace and how the social connections both inside and outside of the workplace can influence employees' creativity at work. My research has contributed to a better understanding of the social and contextual factors that stimulate or hinder creative performance. I also explores different ways to structure jobs to facilitate creative work. I have multiple articles on creativity published in the Journal of Applied Psychology, Journal of Management and Academy of Management Journal, among others. Currently, I am working on connecting my research on creativity with my teaching of negotiations and investigating the effect of advocacy and gender differences on creativity in the negotiations process.

Students at UConn are a big fan the way you conduct classes. Please share some tips as to how we as students, could lead healthy discussions at workplace.

I believe one of the most important skills that students acquire through my negotiations class is to be able to see and frame arguments in a way that is not confrontational and that takes into considerations the view of the opponent. This is a very important skill to have for healthy discussion – we have to be confident in our own views but also open to see the other side and creative enough to come up sometimes with a third alternative to resolve the dispute or disagreement in the discussion.

What challenges you face being a professor of very subjective topics. Also, what do you expect from students when they approach your class.

Sometimes it is hard to explain to students what constitutes excellent performance and unlike mathematics, where when you cannot solve the problem, you know you have to study more, when “soft” skills are concerned, sometimes you need to observe yourself through the prism of others or to compare your performance to others to realize how much you need to improve. I expect students to be open to the new experiences, make mistakes and not be afraid to make mistakes but then think and reflect hard on their own experiences and behaviors in order to learn from them.

Share your favorite pass-time.

I love spending time with my kids and experiencing the world through their eyes. Love traveling and one of my favorite activities is experimenting with gourmet recipes and cooking.

Alumni Spotlight

Parth Kulkarni

Tell us briefly about your professional background.

Currently I am working as a Business/Product Analyst at eBay. I work within the Global Shipping domain, with focus on the Global Shipping Program, an initiative of eBay that enables cross border trade. Prior to my masters, I was working as a Senior Business Analyst at Mu Sigma, Bangalore.



Share your projects/work at eBay

While working in eBay, both as an intern and now as a business analyst, I have gotten exposed to the large and rich data available at eBay. Some of the analytics projects that I have worked on are: A/B Testing, Multivariate Testing, Cross Sell / Upside Analysis, Segmentation, Forecasting, Marketing Analytics

What's your favorite tool in analytics and why? (R is your favorite, I heard)

I believe in the power of open source technology, and hence I am inclined towards working on tools like R. Along with it being an open source technology, it offers tons of in-built functionalities which then an analyst doesn't need to waste time on, trying to build. R Shiny is something I have recently started working on and I am excited by the ability it provide for creating web based tools

If you had to change one thing about UConn MSBAPM program, what would it be?

One thing that I would like to see develop in the program, is its career guidance & coaching aspects. Many graduate students, who do not necessarily have an analytics background, find it really hard to understand what the current market expectations are.

Bringing industry experts for conversations (either in-person or virtual), would certainly help students get industry exposure.

Give few tips to current MSBAPM students who are looking out for full time opportunities.

One of the most important part of university education, is its alum network. In my experience, alum networks are even more powerful, than social networking platforms like LinkedIn. Every student should focus on building a strong network amongst their and their adjacent batches. This will help them explore and grab the various opportunities that the industry has to offer.

You're a movie-buff. Share your favorites. (Talk about what you like in movies e.g.: direction, action, drama etc.)

I love watching movies which make you think, or you can learn something from (I am a big fan of action movies too). Two of my favorite movies are: Shawshank Redemption & Pursuit of Happiness.

Student Spotlight

Trina R Maitra



Walk us through your academic journey in analytics prior to joining the MSBAPM program.

I have a BSc (Hons.) degree in Mathematics from Banasthali Vidyapith, Jaipur, India and a MSc. in Actuarial Economics and Statistics from Madras School of Economics, India. After my MSc. I joined Bridge i2i Analytics as a Consultant and subsequently University of Connecticut as a graduate student in the MSBAPM program in spring 2016.

My undergraduate degree equipped me with the fundamentals of Mathematics and Statistics. During my MSc, I had learned about stochastic processes, the basics of Statistical Modeling, Regression Models, Business Analytics, etc. Both the BSc and MSc programs provided me with the fundamentals of Analytics and through my experience in the industry I have been able to expand my skill set building on those fundamentals.

Describe your experiences working for an analytics start-up?

I consider myself fortunate to have worked at an Analytics Start-up venture founded by Pioneers of Analytics in India. Bridgei2i Analytics ranks 13th on Deloitte Technology Fast 50 India at present and being the 35th employee, I had a very rewarding experience. Not only had I the opportunity to take complete ownership of deliverables during my initial days, during the final days of my tenure I had the coveted opportunity of leading a small team.

Within days of joining the Company, I was allocated to a client project that dealt with identifying leads for an Insurance broker based on the propensity to purchase insurance products and their profitability to channelize resources optimally and achieve maximum return on

investment. Fresh out of college I was excited to work on a real-life business problem which relied extensively on the knowledge of R programming. Despite being a novice and the scarcity of training workshops, I gained sufficient knowledge for the project thanks to the guidance from the seniors, and in a year, I was responsible for conducting training workshops in R and SAS for the fresh graduates. The opportunity to learn and implement something quickly and thoroughly is one of the major advantages of working for a startup. Everyone around is open to new ideas, and in the synergistic energetic environment, one has the scope of experimenting with a wide variety of analytic tools.

I started out as an Analyst working for a Fortune 500 Insurer and within a year and a half, I found myself managing the engagement. This enabled me to hone my leadership skills. I felt myself growing with the company. That's definitely the other perk of working for a startup!

Bridgei2i also provided the platform to voice my opinions through blog posts and duly acknowledged my contributions through several awards.

Through your project experience, give us some insights on marketing analytics in the insurance industry

Insurance industry primarily relies on Analytics for developing pricing strategies, underwriting, categorization of claims and Marketing. Insurance companies rely on marketing analytics for the development of strategies maximizing return on investments. Enhanced marketing strategies reducing customer acquisition cost is one of the primary goals of the insurance industry. In this context, predictive models are used to efficiently allocate resources for marketing campaigns, analyze and prioritize the leads obtained, prevent cancellation of policies, and identify customer segments who are likely to buy high premium products. Lead Prioritization models can be supplemented with response models to score the present list of prospects on the basis of determining the likelihood of future responses. This is achieved

through the analysis of information obtained from prior campaigns and clustering customer segments based on responses to past solicitations. Through marketing analytics, I have been able to identify superior leads, reduce the cost of lead acquisition by significant numbers, generate higher revenues, increase profits and predict accurate claim rates.

What are your career goals and how can MSBAPM program help achieve them?

I would seek a position in a Management Consulting firm. I plan to work across various domains to broaden my knowledge and skill set. I intend to work on analytics projects across multiple industries such as Financial Services & Insurance, Technology and Retail management among others. In the long run, I plan to advance towards a leadership role in a consulting firm as a Profit & Loss leader, responsible for leading accounts across multiple business functions such as Marketing, Sales, Supply Chain, Pricing, Risk Management and Customer Relationship Management

The comprehensive coursework of the MS-BAPM program at UCONN with an adequate mix of technical and project management courses makes it an ideal program directly matched with my educational background, work experience and future career goals. Since I already have working experience of Predictive modelling - Adaptive Business Intelligence, Visual Analytics, Social Media Analytics, Digital Analytics would be a new avenue for me. I am excited about learning techniques to analyze unstructured data through cloud computing and text mining and look forward to creating and implementing such advanced analytical approaches across a variety of projects, industries and solutions. The program would build the confidence that I can identify and draw on leading-edge analytical tools and techniques to develop insights pertaining to business issues. The courses on Project Management would enhance the functional and managerial skills enabling me to work as per business requirements and develop them into a usable and scalable solution.

Tell us more about your interests, apart from mathematics, economics and analytics

I am an avid traveler and love to hike. I have decided to buy myself a T-shirt from every city in the United States that I visit. After traveling to the United States, I have also picked up the rather useful hobby of cooking. Cooking has a therapeutic effect of me. After a stressful day of courses or presentations the aroma of the spices soothes my soul. Additionally, I am an animal lover and try to gather as much information as possible about animal welfare, pets, etc. At times, I also gorge on popular television series especially over the weekends.

Talent of the Month: Artist Ravi Theja.S. Anupindi



Currently, I am a student of MSBAPM Spring'16 class. Movies, Art and Literature are the three most passions of my life. I believe in the fact that anything and everything in this world inspires you, be it the road not taken, a cement bench or a wilted tree – there is art and literature everywhere. I have grown watching movies of all genres, classical, comedy and drama, analyzing these movies assisted me in turning into a good movie critique and reviewer; this experience with a blend of my passion to write has assisted me in becoming a screenplay and dialogue writer. I have written dialogues and screenplay for three commercial Telugu movies.

I have written a fun wrap song to depict the plight of quality analysts in the software development life cycle. https://www.youtube.com/watch?v=vYhLhXxn_qM

I write poems and jingles in both English and Telugu. I am a cartoonist and a caricaturist interested in capturing the essence of day to day activities and coming out with interesting caricatures or cartoons.



<https://www.facebook.com/SriArts/?fref=ts>

I love making caricatures as it brings out the fun angle in every human being and also brings a smile on the faces of people watching it. I like to spread happiness, social awareness and fun through my cartoons.

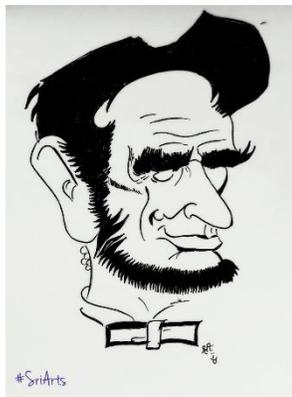
Writing and art to me are the two things that bring out the positive energy in me and spread the same to the world outside. Being a social media evangelist with a Klout score (google that) of 66; You can see all the updates on my FB wall or twitter feed as they are happening, even before they crop up on the International news feeds.



<https://www.facebook.com/srinivasa.ravitheja>

I believe in the power and reach of social media, it comes in useful when necessary; there were

scenarios we've utilized social media in coming up with "Help Vizag", "Help Chennai" campaigns that proved to be very helpful during a catastrophic cyclone in Vizag and floods in Chennai, India.



<https://www.facebook.com/Hudhud2014/?fref=ts>

To sum it all, I love what I do and I do what I love; because at the end of the day you live only once, so live it the way you like.

Dress to Impress @ Internships

"First impression is the last impression." Same goes when you go for Summer Internships. A well-dressed, well-groomed individual is always welcomed in the corporate setting and this clearly is the first judgement as to how well would you perform. When we all want to convert our internships to full-time opportunity. Miss out not on what to wear to work each day. Here's the best of all for both men and women.

Do well, Live well and Dress really well!



“Kill the heat”- Mocktails for summer

Raspberry Sherbet Party Punch



Ingredients

Raspberry Punch
Ingredients:

2 Liter Bottle Sierra Mist, Sprite or 7-up, chilled

2 Liter Bottle Club Soda, chilled

1 Fruit punch can, or pink lemonade, thawed in the fridge

1 Pineapple juice can, thawed in the fridge

6-8 scoops Raspberry Sherbet Ice cream, or any flavor you have available

For Garnish (optional, but so pretty!):

Fresh or frozen raspberries for garnish

Pineapple slices for garnish (canned or fresh)

Instructions

Pre-scoop ice cream and place on a baking dish lined with plastic wrap. Freeze and add ice cream just before serving so it remains frozen in the punch.

In a punch bowl, combine: 2 juice cans. Pour in Sierra Mist and Club Soda and gently stir until combined.

Add pineapple slices and raspberries if using and top with scooped sherbet just before serving. The ice cream will keep it chilled.

Pina Colada

Ingredients

1 1/2 cup ice

1/2 cup diced pineapple, frozen

2 ounces pineapple juice

2 ounces Coco Lopez coconut cream

1 1/2 ounces white rum

1 ounce dark rum

Pineapple slices

Instructions

Put the ice, frozen pineapple, juice, coconut cream, and the white and dark rums into a blender. Blend until smooth and frosty. Pour the drink into 2 glasses and garnish the rim with pineapple slices.



“What to do this summer?”

No more bad snow days, say “Hey to summer”. A relatively light and bright semester for the BAPM folks. Here is a list of things that can help balance learning and fun for this semester.

1. Up vote for Data Challenges-Because after all we are data folks!

With lesser course load, summer is the best time to work on data challenges. Participate in popular challenges offered by Kaggle and DrivenData. Leverage these competitions not just to apply your learnings to real world problems but also to compete with data people across the world.

2. Add a certification to your resume-A certification can help fuel the chances of your resume being picked for an interview. Learn new tools and upgrade your skills.

Here are some certifications that we might think can help

SAS Certifications: SAS Base, SAS Advanced, SAS-Statistical Business Analyst

Certification of Professional Achievement in Data Sciences-Columbia University

Course Era-Easy and insightful

Project Management Certifications-By the Project Management Institute

If you are targeting specific industry then look out for relevant certifications in the field.

3. Pick data sets and create your ‘Own Projects’:

Start with a data set that interests you, work with new tools, define your own business problems, collaborate and come up with your best solutions. You have the flexibility to explore as much. This project is your exclusive and can help stand out at interviews.

4. Make connections – Keep your LinkedIn updated and connect with influential people. Contact seniors and seek guidance from everyone you think can help you with your upcoming job search.

5. Look for part times-Some additional pocket money can always help, right?

6. Stay fit: Summer is the best time for a jog outdoors .Joggers make sure you do not miss the trails across the river front. For others, a walk to the river front or at Bushnell can be a refreshing experience.

7. Rewind and chill-

Paint nights-The Muse Paint bar has painting events across the city. Go ahead and celebrate the artist in you.

Make a trip to the Mystic Island-This Island is not more than a 1.5 hour drive away from Hartford. The beautiful sea port is worth a watch and make sure you grab a bite of the yummy ‘Mystic’ pizza.

Entertainment- ‘Lake Compounce’ is America’s oldest theme park and is open during summers. The park has its own beach and is popular for its water rides. The place 20 miles from downtown Hartford. Go take a splash but beware it is easy to lose track of time here.

Hope this helped. We wish you all a delightful summer.



Events and Workshops

MSBAPM Golf Outing:

Sunday, April 24, 2016 MSBAPM club witnessed one of the most awaited events of the year. The golf outing was a quick getaway for faculty, students and alumni's to get out their routine ,out in the sun to enjoy golf. It was held at Goldwin Park at 9 am for optional lessons followed by tee-time and delicious lunch. The lessons taught the beginners well and the professionals learnt new techniques. It was an excellent event for networking with alumni's for current students and also, faculty interaction with students led them know each other better outside class. How fortunate we are, while there are many around the country digging their vehicles out of snow drifts.

"At MSBAPM, we interact differently!"



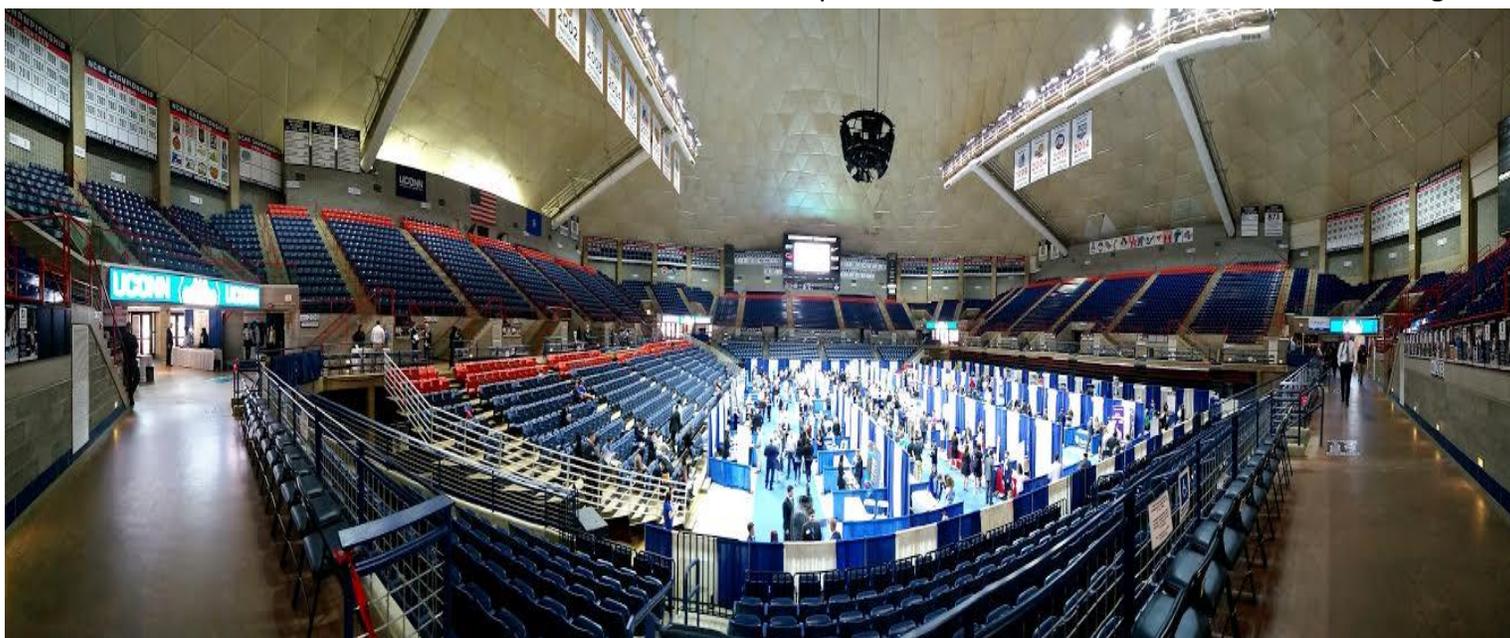
UConn Huskies - Standing 'Tall'! Its 4 in a row!!!

4 times in a row! Yes, that is exactly the mark of true champions. UConn Women's basketball team completed its historic run to a fourth consecutive national championship with an 82-51 cruise over Syracuse on the 5th of April, 2016. The championship also marked the 11th overall for Huskies Hall of Fame coach Geno Auriemma, who moved pas legendary UCLA men's Coach John Wooden. UConn finished the season with 38-0, the sixth unbeaten season in program history and extended its winning streak to 75 games. Breanna Stewart, Moriah Jefferson and Morgan Tuck became the only players in NCAA college basketball history, men or women, to win four titles. Thousands of people honored the UConn women's basketball team with a victory parade and rally on the 10th of April, in downtown Hartford.

"It's the stuff of movies and dreams." said coach Geno. Indeed, it is!

Career Fair @ Storrs Campus

The Harry A. Gampel Pavilion, for once was lit with no basketball hoops and flying huskies, instead, a business hustle of more than 115 companies searching for the amazing UConn talent! It was not surprising to see a considerable number of MSBAPM students, commuting all the way from Hartford to Storrs, on a bright Wednesday morning. For most of us, it was our first ever career fair and it was indeed an event to go to. With companies from across the industry spectrum, it was a unique experience and a great opportunity for the students to interact with the hiring managers, recruiters and company executives to share their experiences and learn more about the company culture, open job positions and of course, get a feel of the corporate atmosphere. The companies ranged from big retail giants like Target, e-commerce giants like amazon to core finance, insurance and banking firms like Cigna, Webster bank, RiverStone Resources and many more; Healthcare and Lifesciences, telecommunications, power and utility, technology, media, communications and many more. The career fair was open to all the UConn students across all the degree



levels and provided a great opportunity for all the students to network within their peer group across levels. The atmosphere of the Gampel pavilion amidst the rush to network with as many companies as possible was quite an experience at the beautiful Storrs campus!

UConn Toastmasters

The UConn's Toastmasters club celebrated the inauguration of its integration into the D53 District Toastmaster club. The Toastmaster's chartering ceremony was held on the 5th of April, 2016, under the able mentorship of Dr. Jose Cruz, Dr. Ram Gopal and Professor. Anna Radziwillowicz. The club members were awarded their

membership certificates and the event ended by a small cake-cutting ceremony. Our Toastmasters club is now an official member of the district club! Cheers to the success!



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