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Questions?
Contact
MSBAPMClub@uconn.edu

ANNOUNCEMENTS

REMINDER:

For graduating students:

✓ All 2015 Graduates (Summer & December) – Please submit your Plan of Study ASAP
✓ SAS Certifications coming up – email Anna for more details

For guidance/Appointments on Courses/Plan of study,
Email: anna.radziwillowicz@business.uconn.edu

UPCOMING EVENTS

Unlocking the Potential of Public Data: A Connecticut Data Collaborative and Connecticut State Data Center Workshop
- GBLC- Obs Deck, June 25, 2015 8:00am
Python Workshop

Thursday, May 21, 2015

Python is a powerful, flexible, open-source language that is easy to learn, easy to use, and has powerful libraries for data manipulation and analysis.

Memorial weekend at UConn School of Business came with an informative workshop on Python, by Dylan Blanchard on Thursday, May 21, 2015. We got to know that though Python is easy for analysts to learn and use, but it has powerful ability to tackle even the most difficult problems in virtually any domain. It integrates well with existing IT infrastructure, and is very platform independent. Among modern languages, its agility and the productivity of Python-based solutions are legendary. The best thing about this workshop was that it did not assume any previous experience with Python and started with introduction and basics, covering a major part of Analytics.

The enlightening workshop was about the introduction of Python, including how to install IPython notebook and the popularity. Python has been used to build massively scalable web applications like YouTube, and has powered much of Google's internal infrastructure. Companies like Disney, Sony DreamWorks, and Lucasfilm ILM rely heavily on Python to coordinate massive clusters of computer graphics servers to produce the imagery for blockbuster movies.

It explained about the basic functions, like how to define the data type and simple function creation techniques. Not just this, but an interesting feature it taught us was about how to import a data-set from a website. And then the workshop covered the modeling part explaining about logistic regression, decision tree and principle component analysis models and finally how to analyze, evaluate and score the models. Overall it was a brief interactive introduction of Python and its application in Analytics Industry and students found it quite an informational workshop.

Student Spotlight: Ashwin Chadaga

Ashwin is a focused student who joined MSBAPM in spring 2015 and he talks about his experiences in Hartford, MSBAPM and the experience learning at Stamford Learning Accelerator.

Q. HOW DO YOU FIND THE COURSE MSBAPM?

AC One of the major reasons for me to choose MSBAPM over other data science courses out there was the integration of both Project management and Business Analytics into the program. Now, after completing my first semester, I can clearly say that I made the right decision. After working for six years, it took a while for me to get into the study mode but now, I am enjoying the whole process of learning new subjects. Flex classes do put your time management skills into the perspective but it is a good opportunity for students to finish this program within a year. Only thing that I miss with the program is the campus. Whenever I visit Storrs campus, first thing that comes to my mind is “Why can’t they shift MSBAPM program to Storrs?”
Hopefully after the new campus at Hartford starts operating future students will not have this complaint. Every class has been good so far but to me, Data mining and Intro to Project management classes have been the best.

Q. Do you like Hartford? How is your social life here?

AC Hartford takes a while to get adjusted to, especially during winter. Thanks to the seniors for introducing us to all the fun places where you can hangout. Between attending classes, cooking, hitting the gym, you do not get much time to socialize. I have made quite a lot of friends here we together have been exploring Hartford. Since summer is here, my time at Hartford surely looks sunny. A tip to all the students- Do visit City Steam and try their best beer (Naughty Nurse), it will surely get you tipsy!

Q. You seem to be a fun-loving person. Tell us about the craziest thing you have done here in Hartford.

AC Craziest was definitely drinking Naughty nurse and trying to proof read my assignment. Believe me, it takes ages!

Q. How was staying in Belgium different from staying in U.S? What did you like and dislike about both the places?

AC Both are different countries and they have their own unique cultures to associate with. Belgium was more of a laid back country where you could enjoy musicians playing on the streets and if you get bored, hop onto a train and voila, you are in an another country. Honestly, I am yet to explore US. Only places I have visited so far have been Boston and New York. New York is a beautiful city and I absolutely loved it. Since, I am a student currently; I cannot travel much as I did earlier. On a side note, you should check with me after summer. I will definitely have some stories to share about my experience in US.

Q. What are you looking to learn here?

AC After graduation, I intend to be a consultant and I am definitely moving towards that direction. I want to learn more about Marketing Analytics and hopefully apply all the methodologies such as Predictive modeling, data mining, marketing analytics etc. Also, I am looking forward to learn more about Project management, cost management which is essential for being a successful consultant.

Summer Career Workshop

June 2, 2015 and June 3, 2015

“One important key to success is self-confidence. An important key to self-confidence is preparation.” –Arthur Ashe

The career workshop held at UConn School of Business on June 2, 2015 and June 3, 2015 was about getting the students prepared for jobs and the real world job market. The workshop was led by Katherine Duncan who is the Career Advisor at UConn School of Business. This insightful workshop was about how to get you prepared for the job market and job scenario in 2015. Katherine explained how one should
focus on the target jobs and target profiles. She explained while searching for jobs it is very important to stay organized and create an excel sheet of the list of jobs you have applied to and what is working, what is progressing and what is not and why! To measure your performance while searching the jobs, it is very important that you keep a track on it.

The workshop was about how to build your resume appealing to the interviewers, how to practice interviewing questions, be it a telephonic interview, in person interview or a Skype interview, how to practice behavioral questions and technical questions to maximize your chances to get a job. For example, she mentioned that one should always be prepared with the accomplishments they have made in career life, as that is one frequent question that comes across in different ways. Also, it is not just about getting prepared, but also following-up. It is very crucial to network and follow-up with people in the job market so that it gets your results faster. She talked about how SEO and job search engines helps you to search for the right job roles. Wordle.net is an example of a website where it is easier to get the right kind of job listing with the keywords. But at the same time, staying motivated, organized and prepared for the opportunities is the key. Also, if you have missed the Workshop, you can find the details of the workshop on the community page.

In the future workshops, Katherine is going to talk about how to build an impressive cover-letter, how to develop and use soft-skills at the time of interview, how to practice interviews, the job search engines, and the presentation skills. She also plans to talk to the students one-on-one and help them improve these skills. The students believed that it was very helpful and gave them a better idea of how to proceed further. All the students were very keen to attend the future workshops on soft-skills, resume, interviews and behavioral questions. Some of them expressed that they haven’t really started working towards getting a job and these future workshops would be very helpful for them and they want to learn more about it. Overall, it was an excellent start for getting the students prepared for opportunities and all the students appreciated the workshop.

Student Spotlight: Peter Liu

Q. HOW ARE YOU FINDING MSBAPM AND HARTFORD?

PL I joined MSBAPM in 2014 Fall, but actually I decided to study a Master Program abroad not until February 2014. But I know what I want is data analytics and business intelligence and I came across an article on Information Week named Big Data Analytics Master's Degree: Top 20 Programs which of course includes MSBAPM. I think MSBAPM is a great program that not only can give me necessary technological skills but also equips me with enough
business sense and knowledge. I will never regret my choice to come to UCONN. I learnt more than I have expected. I got the opportunities to participate in data analytics competition (Priceline Data Challenge) and market research project (Stamford Learning Accelerator). After this year, I feel that I am more ready and confident to get placement in the analytics field. I am looking forward to one more challenging and fruitful year at MSBAPM program.

Hartford is a great place, a small city that you can enjoy a lot of fun and also quiescent. City Steam, a restaurant just a block away from GBLC is a really great place to hang out and a drink (small tip: take a course taught by Prof. Ram Gopal!) Elizabeth Park, with beautiful rose gardens in summer is a nice place to have a walk or picnic.

If you love big cities, Boston and New York are just 3 hours drive and are great places to visit during long weekend and connects you to any places in US and even the rest of the World.

Q. Do you like to play sports? Tell us more about it?

PL I love playing basketball and watching NBA games. My basketball friends in Hong Kong are very jealous and proud of me when I told them that I am going to the same school as Ray Allen and Ben Gordon. UCONN has a great basketball program which is a great bonus reason for me to come to this school. I am able to watch some Huskies games at XL Center (Downtown Hartford) or Gampel (Storrs Main campus). Also, the basketball courts at Storrs are really great and I love to play basketball with my classmates there. In summer time, I also enjoy playing basketball at the Eisenhower Park at West Hartford.

Q. I heard you love to travel. Is it true? What places have you traveled? Any funny story you want to share?

PL True, I love traveling very much. Within this year, I have been to Orlando, Miami and Key West at Florida, San Francisco, Los Angeles and San Diego at California, Las Vegas, Grand Canyon Park at Arizona, Boston, New York and Washington D.C. I have also been to a ski trip at Vermont and Block Island at Rhode Island. Every trip was fun and memorable. I love Key West very much. It has a very beautiful coast line, astonishing sunset, great seafood. We also had an unforgettable Jet Ski Ride around the Island.

Q. You worked for Prof. XinXin Li. How was your experience working with UConn?

PL It is great to have the opportunity to contribute back to the MSBAPM and UCONN community. I personally enjoyed Prof. Li's lesson very much and her lesson really gives me an important foundation in database management and business process modeling. She is also a very nice professor and I am really excited and honored to have the opportunity to help her with her course for MSBAPM. From the work with Prof. Li, I got more than the monetary compensation; I learnt a lot and got useful advice that will be useful to my study and future career from the communication with Prof. Li.
MSBAPM is not just a program but a community that is going bigger and at the same time stronger with the active participation of the faculty, alumni and students.

**Faculty Spotlight:**

**Jose Cruz**

**Q. Tell us about your career path, how did you make it to UCONN?**

**JC** I am fortunate to be in this country. I landed in United States a long time ago in 1990’s after leaving my home country, Cape Verde. I came here as an International Student and decided to start my career with an undergraduate degree in Computer System Engineering at University of Massachusetts (UMASS), Amherst. I continued to another degree in Mathematics earning double degrees. Right after graduation, I was hired by UMASS as a Database Designer & Administrator for five years. I engaged in numerous projects and gained extensive exposure to knowledge and practical experience.

I am fascinated to learn more and will always! In 1996 I decided to take my education to the next level with a Masters in Applied Mathematics. While doing my masters, I took high-level mathematics courses alongside with business courses as an elective for my program. This led me to develop interest not only in mathematics but also in business. As a result of my applied mathematics to business, the Director of MBA program at UMASS recruited me to join their master’s program as well. I then went on to earn two master’s degrees at the same time, while working full-time at the university. It was not easy! Last but not least, I took another deep dive into furthering my education by earning my Ph.D. in Management Sciences at the same university in 2004. After graduation, I started looking for jobs in academia. Although I received many offers from other schools, UCONN was different – the OPIM department was so welcoming and I felt right at home. I knew I would be quite successful here. Today, here I am the Academic Director and Professor for MSBAPM.

**Q. What was the graduate school like for you?**

**JC** Exciting! As you can see, I love to study and learn new things. I certainly enjoyed my journey at the graduate school. At that age, I was not too sure about my career path and wanted to explore more so I kept on studying. I was very eager to learn and gain knowledge from my seniors, school events and also by volunteering. I relished collecting degrees while acquiring interesting knowledge. I would say it was the best time of my academic life!

**Q. Tell us about the “Service Award” you won at UCONN?**

**JC** Every year UCONN’s School of Business recognizes faculties and for their accomplishment in research, teaching and service outreach. This year I won the Service Outreach Award. I worked with the external stakeholders, companies, and local community and was awarded by the 2015 School of Business Service Outreach award. This is a result of the work I do to introduce and promote the MSBAPM program to companies, communities, and perspective students and make great efforts to elevate the MSBAPM program to the national and international recognition.
Q. Any fun fact about you? We have heard you are an excellent cook, what do you like to cook the most?

JC You caught me there! I love to cook and try out new dishes all the time. This is something I love to do in my spare time. Usually on the weekends, I try to make something unique and surprise my family with it. I try to make Brazilian, Portuguese and Afro-Caribbean food. I like to bake as well. Another fact about me would be that I am a huge soccer fan. I usually spend my Sundays watching soccer games from European soccer leagues. My favorite soccer team is a Portuguese soccer time called "Benfica." Back in my college days, I played for an Amherst soccer team for interstate and out of state competitions both indoor and outdoor.

Q. If there’s one thing you would like to change about MSBAPM program, what would it be?

JC I would say that the goal for MSBAPM program is to continue to improve based on the student’s feedback, industry, and marketplace. Every year, the MSBAPM faculty reviews the program curriculum and make sure it is up to date. We want to make sure the program is in tune with the market while providing the student the best experience they can have. The MSBAPM team works very hard to bring companies on board for networking opportunities for the students. So, if there is anything I would like to change, it would be to get more students to participate actively in these events. It gives more exposure and networking opportunities for students outside the classroom. It is observed that students do not participate as much as they should. I cannot stress enough on how important these events are! I encourage all students to participate and also to suggest future events for MSBAPM program.

Q. Are there any resources at UConn that you would recommend that could help the students be successful this year?

JC Yes, plenty of them. I would say networking events and taking advantage of all UConn career resources at all campuses. Also, UConn Alumnae are a great help, talking to the faculty and sharing and gaining your experiences with your classmates. We also recently hired a Career Advisor, Katherine Duncan for MSBAPM program to help students build their brand, as well as, their communication and networking skills. Volunteering and attending network events and workshops help students gain good industry and market insights. Last but not least, students should take a portfolio view of their career management from resume building, social media presence, and their overall brand management.

On June 6, 2012, a brand-new version of the Internet was turned on.

Chances are you didn't notice anything different that day, as we switched over to Internet Protocol Version 6, or IPv6. We needed a new Internet because the old one was running out of address space. The servers running websites need addresses, but so do the computing devices we use to access them – and the old Internet only had 4.3 billion unique addresses (IPv4: \(2^{32}\) addresses whereas IPv6: \(2^{128}\)).

But in the coming years, this new Internet will change our lives dramatically. It has led to the realization of a concept called "The Internet of Things," where everything – not just computers – gets connected. Any object can be tagged with a microprocessor or

Internet of Things
By Arun Shankar
sensor that takes on an IP address and connects to the Internet—from dog collars to railway cars.

Cisco currently estimates the number of connected devices to be around 14.8 billion. Tech consulting firm Gartner estimates this number to reach over 26 billion by 2020. The IoT would be a giant network of relationships – people-people (P2P), people-machines (P2M) and machines-machines (M2M). IoT and Big Data are two technology mentions at or near the peak of Gartner’s most recent “Hype Cycle for Emerging Technologies”.

HOW DOES THIS IMPACT US

The Internet of Things is the idea of everyday objects with network connectivity. Say for example you are on your way to a meeting; your car could have access to your calendar and already know the best route to take. What if your office equipment knew when it was running low on supplies and automatically re-ordered more? Google’s Nest smart systems can determine your time of stay in the house, as well as adapt and learn based on your routine behavior, to preserve all forms of energy and save time.

On a bigger scale, the IoT can be applied to platforms like transportation networks and smart cities, which can help us improve efficiency and reduce exhaustible energy consumption; these ultimately redefining the way we work and live.

IOT AND BIG DATA

Inbar Lasser-Raab, VP and head of IoT at Cisco quotes: “Connecting machines to machines is only the first step. After we get the data from the sensors, we need to be able to analyze it and do something with it, so it is data analytics that is going to change this industry. Just as Uber didn’t invent taxi service but used analytics to provide a better service, similarly IoT is all about data analytics.”

Cisco estimates the amount of data that would be generated by Internet of Everything (IoE) devices – which encompasses P2P, M2P and M2M connections by 2018 – to be a whopping 403ZB (zettabytes). But surprisingly, the companies that will be storing all that device data are less concerned about its sheer volume and more concerned about making it usable. That is where Big Data comes into picture.

The IoT and Big Data are clearly intimately connected. Big data is characterized by the ‘four Vs’: volume, variety, velocity and veracity. Data of massive magnitude is unsuitable for processing using traditional SQL-queried relational database management systems (RDBMSs), which is why a constellation of alternative tools -- notably Apache’s open-source Hadoop distributed data processing system, plus various NoSQL databases and a range of business intelligence platforms -- have evolved to service this market.

OPPORTUNITIES FOR DATA ANALYSTS

The intersection of the IoT and Big Data is a multi-disciplinary field, and specialized skills will be required if businesses are to extract maximum value from it. Two kinds of people will be in demand: Business Analysts who can frame appropriate questions to be asked of the available data and present the results to decision makers; and Data Scientists who can orchestrate the rapidly evolving cast of analytical tools and curate the veracity of the data entering the analysis pipeline. In rare cases, the business analyst and the data scientist may be one and the same valuable person.

Creating the IoT world would eventually require analytical systems that would make decisions about logistics, configurations, and other operational details with little human intervention other than creativity, intuition, and fine motor skills.

Machines do analytics; humans do analysis. Computers are good at detail and examining the past, but real data science requires imagination and cognitive ability. Issues such as privacy, reliability, and control of data still have to be worked out. But even so, there’s no stopping the Internet of Things now. Within a few years, it will be like mobile phones and broadband – you won’t know how you ever lived without it.
Faculty Spotlight: Cuilong Li

Q. Tell us something about yourself.

CL I’ve worked in UConn for 10 years (time flies!) after receiving my PhD. My teaching interest is in the operations and management science areas. My research focuses on supply chain and operations management, interfacing with economics, technology, and marketing.

Q. We have heard you won “Innovation Award”. What is it exactly?

CL The award recognizes some innovations I did last year for my Operations Management (OM) class. OM is often considered quantitative, dry, and not very hands-on (certainly that’s a bias!). In order to stimulate interests, I adopted some unconventional materials including a business novel and a NPR radio to convey some ideas and concepts in a perceptual way that makes it easier to absorb and relate to real life. I also designed an on-class exercise using chocolate chip cookies to teach quality management, in an effort to make it more engaging and easier for students to grasp some of the tricky statistics concepts. I’m glad that these endeavors were very well received by students and achieved good results.

Q. What courses do you teach? What is your area of expertise?

CL I’ve taught Operations Management and Spreadsheet Modeling for both graduate and undergraduate levels.

My area of expertise is supply chain management, in particular the upstream interaction with suppliers and downstream interaction with consumers.

Q. What tools do you use in class?

CL The tool I often use in class is Microsoft Excel.

Excel has been in the market for quite a while now, how demanding and popular do you think it is in regards to Business Analytics? What difference is it making in the industry?

CL Excel is the Swiss Army Knife in business analysis. It is ubiquitous and used as the principal tool for decision modeling in the business world. Spreadsheet modeling is a skill demanded for consultants, financial analysts, marketing researchers, accountants, entrepreneurs, and others who face challenging business decisions of real economic consequences. It is needed for all sorts of tasks, such as corporate evaluation, budgeting, market analysis, cost analysis, operations planning, you name it.

It is a skill that complements data analytics. In my view spreadsheet modeling derives information with logical analysis, and data analytics induces information from empirical observations. Both skills are important and they are the two pillars of business analytics.

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, and 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!

Q. How was your experience studying at UConn?
SJ My time at UConn has really been an amazing experience. I got to learn under really great professors and made some great friends for lifetime. UConn MSBAPM gave me an opportunity to pursue my area of interest (sports analytics) by starting a club and they were very supportive about that. I am fortunate enough to have worked with Professor David Bergman who was very encouraging and helpful throughout the course. Jose, Anna and Kathy were as always very helping and consistently supported me in this journey.

Q. What helped you landing a job at Cigna?
SJ I learnt about this opportunity at Cigna from a friend and was excited about the job description. I felt it was pretty challenging and interesting role. I contacted the HR and the things went pretty fast. During my interview, I think my previous work experience with Accenture and a year and a half spent at UConn really helped me answer all my questions. Each and every question, be it technical or behavioral, I was easily able to relate it to the projects, meetings, and situations I had during my time at UConn. Because of this, I was very articulate in my answers and the interviewer was happy with my responses. In addition, I believe my thirst for knowledge and eagerness to learn more and more also played a major role to land this job. My mentor/supervisor was looking for someone who is eager to

Alumni Spotlight:
Snehal Joshi
learn new things and confident about their skills so it worked out really well. To summarize, I believe confidence, zeal to learn, professional experience and Master’s degree overall helped me land this opportunity.

Q. ANY TIPS TO CURRENT STUDENTS?

SJ The current and prospective students that I am seeing these days are well acquainted with analytics. Some of them come from analytics companies while others know about it. Well, if you fall in both categories, you are at the right place. One suggestion which I guess most of the seniors and my classmates will give is, take your time and try to get the most out of this course. Do not rush and try to complete it in a year, especially when you are not from analytics background and don’t know where to go after graduation. We have great professors, good courses, and excellent accelerator programs to help you gain all the experience and prepare you to face the challenges in the market. Please try and take the advantage of all these opportunities. In addition, stay active and prompt, network with your classmates and professors; actively participate in the networking events and competitions that are hosted by MSBAPM. These events are really good and have proved very helpful to land good jobs and internships.

Lastly, don’t forget to party every weekend :p. Initially you may not like Hartford, but trust me if you explore the city, there are lot of good places that will make you fall in love with the city.

Q. I HEARD YOU ARE A SPORTS PERSON. TELL US SOMETHING ABOUT IT.

SJ Yeah, I was always involved in sports since my school days. I played a lot of Table Tennis, Badminton, cricket and other games in my school and college. I am fond of watching all sorts of sports, preferably tennis, basketball, cricket, and soccer to name a few. There are times when I have skipped school to watch India’s cricket matches. I always wondered how exciting it can be to work in a sports industry and wished I can work there someday. Because of attaining a Master’s degree in Analytics, now I feel it’s not something that is unapproachable. I am following my passion and I am sure I will end up in my dream company someday. But till then, I will keep playing, watching, and pursuing sports as it’s my passion.

Q. TELL US A FUN FACT ABOUT YOU.

SJ This is probably something only a few people know about me; I am a floral designer too. I have a diploma in professional floral designing. I love flowers and was always amazed at the wonderful things you can do with them. They make me happy and keep the surroundings cheerful which is why I decided to take up this certification. It gave my mind an amazing creativity exercise and I was fortunate to meet some nice people from diverse backgrounds. It was a totally exciting experience and something that helped me to change my perspective about certain things in life; if I have enough time (and money), I would definitely love to engage in this hobby in future.