MSBAPM NEWSLETTER
MONTHLY

MAY 2015

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Contact
MSBAPMClub@uconn.edu

ANNOUNCEMENTS

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

UPCOMING EVENTS

May 21, 2015 – Python Workshop by Dylan Blanchard

SAS Certification:
SAS Predictive Modeler using SAS Enterprise Miner – scheduled for September 9 (9:00am GBLC)

SAS Base Programmer for SAS 9 – tentatively scheduled for August 27th (9:00 am GBLC)

Cost - $125 per certificate, email Anna for payment instructions
Alteryx Data Challenge

By Hao Zhu & Yingqi Yang

Hao & Yingqi, Fall-2014 graduate of MS BAPM shared their experience on Alteryx Data Challenge.

What a great excitement it was to win the first place in the Alteryx Data Challenge! As is known to every participant, the competition was quite an exhausting experience. We spent almost two days searching online and finally decided to work on a dataset about adult diabetes. Then we put even more effort on data exploration and cleaning. For example, we used tools in the Alteryx software to explore the data, trying to find out any patterns, distributions and correlations of variables. After finishing all these, we managed to get a better understanding of the data, so the next step was to sample the data and build models.

The most challenging part in the process was that the Alteryx platform was completely new to us, meaning that we had to try our best to get familiar with the software while attempting to model the data at the same time. That was easier said than done. Fortunately, the software is quite versatile and user-friendly. It helped us deliver a satisfactory solution in the end.

Overall, my team agrees that it was a very rewarding learning experience. It not only tested our understanding of business analysis but also gave us an opportunity to connect with the business world.

Currently, my team is working on our poster for the Inspire 2015 Conference. We will get a chance to share our experience with the participants at the conference from the industry and academia. I feel that it would be a great honor for us and the MSBAPM program. My team is eagerly looking forward to the conference.

Job Seekers Have Just 385 Seconds to Make a First Impression

By Pouya Andalib

We are all dealing with recruitments as we get close to internships or graduation times so here are some useful tips which was being published by Monster.com recently (Survey results from 273 managers and 3,286 employees or job seekers):

Fun Fact is that Employment decisions are made in just over six minutes with tattoos, handshakes and time-keeping as important factors in making a first impression.

Top things which make or break an interviewer’s first impression:
• A candidate’s timekeeping (96 per cent managers agree this is influential)
• Level of a candidates interview preparation (93 per cent agree)
• Ability to hold eye contact (82 per cent agree)
• Personal appearance (73 per cent agree)
• Quality of banter or small talk (60 per cent agree)
• Strength of handshake (55 per cent agree)

The five most important factors interviewers consider when making a hire are:
• Work experience (36 per cent)
• First impression of the candidate (24 per cent)
• Education (12 per cent)
• Professional qualifications (10 per cent)
• References (9 per cent)

Other factors that influenced interviewers are:
• 71 per cent of employers said a visible tattoo would put them off
• 6 per cent definitely wouldn't hire someone with a tattoo, and 25 per
cent would think twice, even with a strong candidate
• 77 per cent say a visible piercing would put them off
• 8 per cent definitely wouldn't hire someone with a piercing and 41 per cent would think twice, even if they were a strong candidate
• 62 per cent admit a candidate's dress sense affects their decision
• 70 per cent of employers said that the way someone applies their makeup could impact a first impression.

The survey asked employers to give examples of the behavior that created bad first impressions. The top five worst examples are:
• Limp handshake
• Knowing nothing about the role or the company
• Turning up late
• Smelling badly – either because of body odor or of smoke
• Being high or drunk

Q. TELL US SOMETHING ABOUT YOURSELF AND PROFESSIONAL EXPERIENCE

I am fortunate to have spent all of my professional career at one institution – UConn! My educational background in both Engineering and Business equipped me to work on interesting projects in high-tech, engineering and technology oriented companies. Over the years I have engaged in numerous projects, for both private and public sectors, in the technology and operations domain. I have been fascinated by the notion of ‘information as a resource’ and this theme has been central to many of my research projects in areas such as information security, intellectual property and digital goods, analytics, and information-based decision making and policy setting. I am thrilled that MSBAPM has allowed my teaching and research interests to converge, allowing me to bring my research into the classroom and leverage my teaching experiences into fascinating research projects.

Q. WHEN DID MSBAPM PROGRAM OFFICIALLY START AT UCONN SCHOOL OF BUSINESS?

MSBAPM officially kicked off in Fall 2011. However, we started working on developing the program in 2009. It took us about two years to design, conduct market analysis, structure the courses and the curriculum, and navigate through the approval process.

Q. HOW DID YOU AND THE OTHER STAFF MEMBERS IN THE SCHOOL COME UP WITH SUCH A UNIQUE PROGRAM?

It came from the confluence of our teaching and research experience, close collaboration with the industry, and our engagement with the professional community in information systems and operations problems. We have a vibrant and hugely successful undergraduate major in Management Information Systems (MIS) which equips our students with technical IT and business skills to contribute to organizations they work for. However, at the graduate level, we believe that a different set of skills and expertise are needed for our students to contribute and succeed in their professional careers. This belief was cemented through our active engagement with the industry through experiential learning projects, in particular with the decade-long collaboration with GE through edge lab. Through this collaboration, we successfully executed on over 100 projects for GE, with each project comprised on faculty and graduate students and generating over $1 million in value. A common thread to the successful execution of these projects was evidence and data based analysis.

Faculty Spotlight:
Prof. Ram Gopal
and decision-making, and a rigorous project management methodology to manage and lead the project to success. This naturally led to the creation of MSBAPM, with its focus on analytics and project management. I am thrilled to see that the program has lived up to its expectations – many of our graduates are adding significant value to their organizations as we had originally envisioned!

**Q. What courses do you teach in this program?**

I originally designed and have been teaching OPIM 5604 – Predictive Modeling, since the beginning of MSBAPM. I believe this is a foundation course for the rest of the program. I have thoroughly enjoyed teaching this course and it has been fun to constantly update the course in tune with the changing technology and business landscape. Over the past few years, I have also taught the capstone course, OPIM 5770 – Advanced Business Analytics and Project Management, where students execute live analytics projects for sponsor companies. I have revised and am currently teaching the course ‘Data Mining with R’. I enjoy teaching this class and plan to continue teaching it in the future.

**Q. What advice for students to take during this program to help them succeed after their graduate?**

I think the key questions to ask are ‘where’ and ‘what’. In terms of the former, is important for students to realize that learning does not take place only in the classroom. Explore other avenues to expand your knowledge – short online courses, data challenges, specialized workshops we offer, and professional certifications. Our faculty and staff work hard to provide these opportunities, and you should take full advantage of them. In terms of ‘what’, I believe there are two tracks that a student can pursue. One path is to take advanced analytics courses to deepen the analytics skills – and we offer many electives in this regard. The second path is to develop domain skills in areas such as marketing, business consulting, entrepreneurship, and finance. You background and interests should dictate what path you take. I advise students to take advice – we, the faculty and staff, are available to discuss and offer our feedback and guidance.

**Q. What's the future like for students enrolled in the MSBAPM program?**

Bright! The future of our graduates was at the forefront when we were originally thinking about developing the program, and this is baked into the fabric of the program curriculum and design. We impart skills and knowledge to enable our students to contribute in a plethora of industries - financial services, technology and engineering-oriented companies, services industry; anywhere information technologies are utilized to run and enhance the organization. Our graduates are also in a position to work in a variety of roles in an organization – marketing, operations, sales, supply chain, strategy, and technology divisions. Our placements in the last few years are a strong testament to the diversity of roles and industries in which our graduates can contribute and succeed.

**Q. Any academic or career advice you would like to give to the current students?**

It is my belief that in order to have a successful professional life (and also personal life), one needs to create value for the organizations they work for. To do this, one needs skills, personality, and passion. Students should leverage the program and the resources it offers to learn the analytics and project management skills well. Our faculty and staff work hard and update continually to ensure that our courses are state-of-the-art and rigorous. Students also need to develop the ‘personality’ to be a true professional – this involves getting acclimated to the business culture, being able to communicate effectively, and work well with a diverse set of colleagues. We offer numerous opportunities for the students – networking events, workshops, socials, career workshops, and others. We sometimes find it disheartening that students don’t take full advantage of these opportunities. We put these in place for the benefit of the students – be smart and engage in these, it will benefit you tremendously! One piece of advice – if sign up to attend an event, then do attend the event; if you attend an event, be on time. Finally, passion comes from caring about what you do. Don’t just go through the motions when you are working, whether it be a homework assignment or a large project with a sponsor. Think about the business context and think deeply– in many instances what you produce from your work can help both individuals and organizations to solve a pressing
problem and improve themselves, and there should be tremendous satisfaction in making such an impact.

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**Student Spotlight:**

**Dylan Blanchard**

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**Student Profile:**

**NAME:** Dylan Blanchard  
**GRAD. DATE:** Summer 2015  
**HOMETOWN:** Houma, Louisiana  
**UNDERGRAD:** Mathematics, University of Louisiana at Lafayette

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**Q. Tell us about yourself**

**DB** I began the MSBAPM program full-time directly out of my undergraduate studies in theoretical mathematics. My research work in math led me to some computer science experience.

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**Q. Do you have any previous work experience? If so, would you like to share it with us?**

**DB** I don't have previous relevant work experience, but from my work in mathematics, I do have a few papers to my name. My most recent papers have been in the fields of Algebraic Number Theory and Algebraic Geometry.

**Q. What brought you to the MSBAPM program?**

**DB** After my undergrad, I was deliberating between working towards a PhD in a field of mathematics and trying something more practical. I decided to try my hand at data analytics/science. Considering I had the math and computer science background, I felt like I needed to be somewhere that I could get some business / management experience to pair with it.

**Q. We heard Alteryx offered you a position in their company. Are you going to take it, or are you taking any other offers you got?**

**DB** I will be interning with Alteryx this summer. The team I’ll be working with is a small (5 members) R&D team there.

**Q. Can you share about challenges you faced during Alteryx data challenge and how you overcame them?**

**DB** Once I started looking at a way to solve the (predicting weekly calendar based on past locations), I realized that I'd need some sort of clustering algorithm, so I had to read through various papers to really get an idea of which one did what I was looking for (Density-Based Spatial Clustering for Applications with Noise – aka DBSCAN), I realized it wasn’t implemented in Alteryx's software, so I would need to do that. Fortunately, Alteryx makes it easy to incorporate R code into the workflow. Unfortunately, I never used R; I had past experience with Python from my Math/CS days and had used that for my previous analytics coding work. Thus, I also had to learn a little bit of R to get the app to do what I wanted it to do.

**Q. What do you do in your free time?**

**DB** I actually started off my undergrad as a double major: mathematics and music performance (playing the (French) horn), and music has continue to be important to me. I’ve gotten the opportunity to play/perform in about 10 states, and I continue to enjoy listening to classical music in my free time.

**Q. What are your future plans?**

**DB** I'm not really sure. I'll be happy if I can keep learning interesting new things and solving interesting new problems.

**Q. Any advice you would like to give to MSBAPM students?**

**DB** Find something you’re good at, and improve at it. Certainly, it’s good to work at your weaknesses, but I think it’s equally (perhaps more) important to improve at your strengths. This lets you add value to any team/project/job/etc. that you join, and it certainly helps distinguish you in many situations.
Student Spotlight: Yulia Smirnova

Apart from that, I have an experience of working part-time in a small Russian-based logistics company Mais Logistic.

Q. WHAT BROUGHT YOU TO THE MSBAPM PROGRAM?

YS While I was working in HR, I was curious about the field of HR Analytics. How the company can decide correctly who to hire, how much to pay, who to promote? Many of these decisions are made blindly, and I always wanted to learn how to use some special tools that help in decision-making. Moreover, I felt that analytical skills are extremely important and applicable in any field. I enjoyed the Managerial Statistics class and various quantitative methods we learned in other classes during my undergraduate studies, so I knew I would enjoy the MS BAPM program. The Project Management part made the program even more interesting for me.

Q. WHAT ARE YOUR FUTURE PLANS?

YS I guess my goals are not different from the goals of other students! My goal is acquiring more knowledge and experience in Business Analytics, starting with an internship and continuing with a full-time position.

Q. ANY ADVICE YOU WOULD LIKE TO GIVE TO MSBAPM STUDENTS?

YS As many of us have come from other countries, I would advise to do a lot of networking. I find that communication and networking are the key elements of successful professional and personal life in America. I think it is important that we do not stick to people only from our own social circle, but try to make our network more diverse. We can attend different events, volunteer at some non-profit organizations or community centers, and make friends with people who can teach us something new.

Student Profile:
NAME: Yulia Smirnova
GRAD. DATE: December, 2015
HOMETOWN: Saint Petersburg, Russia
UNDERGRAD: Saint Petersburg University, Graduate School of Management.
Exchange student program: The Catholic University of Lisbon, Portugal.

Q. TELL US ABOUT YOURSELF.

YS I was working in the Human Resources in Marriott for 2 years. Apart from routine administrative functions, I was managing various projects related to the improvement of staff performance, development of new procedures and practices.

YS Whenever I get free time, I travel. My husband’s job requires a lot of traveling, so I quite often go with him to see new different cities. Also, I am volunteering at a non-profit organization Russian Center of New York, which serves as a platform for communication between scientists, businessmen, artists and investors from USA and Russia. Apart from that, I practice meditation, and currently I am a member of the UConn Sahaja Yoga club.

One of my recent hobbies is cycling in the nature. There are so many beautiful trails in Connecticut!
Alumni Spotlight: Sumit Jain

Alumni Profile:
NAME: Sumit Jain
GRAD. DATE: Fall 2014
HOMETOWN: Mumbai, India
UNDERGRAD: Bachelor of Engineering, K.J. Somaiya College of Engineering, Mumbai, India

I am originally from Mumbai, India. I did my undergraduate studies in Electronics and Communication at K.J Somaiya College of Engineering in Mumbai. Soon after graduation I joined Accenture, a renowned management consulting, technology services and outsourcing company, as a Software Engineering Analyst. I worked on databases, SQL, and reporting. During this period I was briefly exposed to the Tableau software. The exposure to Tableau drove my interest towards data visualization and eventually analytics. I decided then that it was the path I wanted to pursue. I looked into a number programs at different universities. Nowhere did I find the combination of analytics and project management. Master's in Business Analytics and Project Management was just what I was looking for, as I seek a career in management and consulting.

The decision to pursue MSBAPM has been one of the best decisions I have taken so far and that of paramount importance. It has been an immense learning experience that is completely different from any experience I have had so far. I was exceptionally impressed by the style of teaching, the way of communication, and the manner in which courses are taught. It has been a truly unique experience. The fact that every class had a mix of students from different backgrounds, cultures, and countries made it an undisputed atmosphere to learn new things. I observed and picked up various perspectives and ways to solve a single problem which otherwise I could not have thought of. Project management and leadership curriculum was exceptionally useful as I picked up skills that refined my profile and prepared me for the working class.

As I am not a technical person, I do not enjoy writing codes day in and day out. It’s not my cup of tea. I have always been inclined to do something which involves management and consulting. Therefore, the courses that I thought would help me most were: Predictive modeling – the most imperative course of the entire program; Business decision modeling – helped hone my excel skills; Introduction to Project management – learnt significant management skills; Marketing Analytics (elective) – an MBA elective that I feel is as good as any other core course; Data visualization using tableau (elective) – explored tableau a lot to create different visualizations; Analytical consulting for financial services (elective) – gained insights on what problems could arise in financial services domain and various ways of tackling them (mostly using excel).

I had realized at some point of time during the course that it is very important to do as many different and unique projects as you can in order to increase your chances of getting considered for various jobs. I made sure that I covered a good number of areas where analytics is used extensively or had just started. The projects covered by me in different domains were predictive modeling and forecasting project for insurance industry, web analytics, marketing analytics, conjoint analysis in financial services domain, text mining, acquisition modeling for banks and segmentation analysis in retail domain. Doing projects in various domains helped me a lot during interviews as I gained enough knowledge to engage my interviewers in conversations and answer their questions in vivid detail.

Little did I know before I started working for Evariant that I would be doing something which I always wanted to do. Evariant is a market leader in healthcare CRM/PRM platform and also provide healthcare analytics services to the healthcare organizations and hospitals across the United States. At Evariant, I work as a senior data analyst wearing two different hats, one of a predictive modeler and the other of an Analytics consultant. As a predictive modeler, my job is to crank as many predictive models as I can every single day but the real fun part is of being a consultant. This is where I have to decide which model
is to be chosen depending on the client's requirements and then give insights and findings on what all steps could be taken by client in order to improve the business. The learning curve is immensely good when you work in a relatively smaller organizations and start-ups like Evariant.

One of the major advices I would like to give to the current students is to choose their team for the projects in any of the courses wisely and to avoid teaming up with friends and get out of the comfort zone. Make sure your team has people from different backgrounds, experiences and nations. This would test your style of working with others and this is how it would be in real world as well. Secondly, be very thoughtful in deciding the coursework/electives and do a thorough research on whatever course you decide to choose. It is very important to choose the right electives. Do take a look at the subjects offered by the business school for the MBA program. There are few really good courses which would be ideal for someone who wants to pursue analytics consulting. I am greatly thankful to all the professors and my friends for guiding me throughout the program. If you are stuck in a crossroad students should absolutely reach out to professors for advice. Lastly, I wish the greatest of luck to all the present students of MSBAPM and all the students to come.

Alumni Spotlight: Shikhar Hasija

ALUMNI PROFILE:
NAME: Shikhar Hasija
GRAD.DATE: Dec 2014

Q. SHARE WITH US YOUR BACKGROUND BEFORE COMING TO UCONN.
Before coming to UCONN, I had worked on Churn Prediction Models and Marketing Mix Models. For a while, I managed a team and was responsible for Client Relationship Management as well. However, I didn't really have core statistics/modeling knowledge; my learnings were based on need-to-know basis. I am currently working as a Project Lead (Reporting and Analytics, Operations) at Aetna, Hartford.

Q. WHY DID YOU CHOOSE TO PURSUE MS BAPM AT UCONN?
A. I wanted to have formal analytics education, without diving into machine learning side of business.
B. I read about Prof. Suresh Nair, and was super impressed: I took two of his courses (= number of courses offered by him, while I was in School).
C. I wanted to change my opinion about Project Management.

Q. WHAT SKILLS DID YOU FIND MOST USEFUL IN YOUR PROFESSIONAL LIFE? DO YOU HAVE ADVICE ON HOW I CAN CULTIVATE THESE SKILLS?
The ability to explain/comprehend anything in simpler terms. I think it is of utmost importance to have a non-complex understanding of concepts: explaining your model to a client might be more challenging than building one.

If you can explain 'Random Forest' to a 13 year old and 53 year old simultaneously, give yourself a pat on the back! (While I will attempt unraveling what exactly is a Random Forest®)

Q. HOW WAS YOUR TRANSITION FROM STUDENT TO A PROFESSIONAL LIFE?
I am someone with a lot of inertia, so transitions have never been easy for me. However this one was a bit smooth; thrilling to say the least. Before the realization could sink in, I was already waking up before the morning alarm. It is partially the new-workplace thrill and partially the eagerness to implement what you just learnt: the transition happens super swift.

Q. WHAT CHALLENGES DID/ARE YOU FACING AND HOW DID/ARE YOU OVERCOMING IN YOUR PROFESSIONAL CAREER AFTER BAPM?
I have always been a 'doer' but not a good 'seller'. I did realize my inadequacies while working for my previous employer. Leadership and Communications course, by Lucy Gilson, was quite helpful for me. The course enables you in figuring out your working style. The whole
exercise during the course gives you a good picture of different styles and different perspectives, and thus makes you more efficient in channeling your efforts in the right direction. Being cognizant of different working styles and leadership types, one starts looking at things more objectively, and thereby efficiently channels the required efforts harmoniously.

Q. WHAT IS YOUR TYPICAL DAY AT WORK?

Typical day at work comprises of meetings, reports, presentations, number crunching, and a lot of coffee; not particularly in that order. I am responsible/accountable (psst: refer RACI matrix) for a number of projects now; for some we are vendor and for some we are client. It is fun to change the roles; coffee conversations make it all the more fun. One of the major projects I am currently working on is an intuitive dashboard for different measures: prediction, forecasting, and interaction of these different measures in real time. So, apart from the data treatment and visualizations, a typical day would surely have a lot of discussion, brainstorming, presentations, and meetings.

Q. HOW DO YOU COMPARE YOUR CURRENT JOB WITH THE PREVIOUS ONE (WHICH IS NOT RELATED TO ANALYTICS)?

My previous job was also in analytics, however in a totally different environment. I think I have more options to express my capabilities now. I am working in an operations department; rather than building models for every other metric, we try answering what is needed, how the requisite can be achieved, and whether the solution is worth the cost. It is more than building models now; it is making business sense out of the data.

Q. WHAT LESSONS DID YOU LEARN IN PROJECT MANAGEMENT AT BAPM? HOW ARE THESE USEFUL TO YOU AT WORK?

As our team is vendor to many different internal teams, we have to maintain a lot of project artifacts. We have been utilizing project charter to WBS, RACI Matrix to priority matrix. FMEA is a must for every other project; it is exciting to huddle up in a conference room and use those ‘post-it’s to paint the wall. So, yes Project Management course is totally worth the effort and it is a necessity in workplace.

Q. WHAT ADVICE DO YOU HAVE FOR THE CURRENT BAPMERS?

Well, I think many of the current students are way more experienced and skillful, to be advised. However, for the ones who are new in the job market or don’t have number-crunching experience, doing a lot of varied analytical projects might do the trick. Level 1 is realizing which domain you would prefer the most: not everyone is keen about e-commerce and similarly not everyone would want to work in insurance. Once you have your domain figured, pick up as many projects in that domain, and gain the hands-on experience. The most beautiful part of analytics education today is, you can find almost anything online and for free; utilizing this would give you confidence in your abilities, and would be a good source of domain knowledge. Most employers appreciate better practical implementations than the theoretical definitions.
Alumni Article: Demystifying Sequence Files
By Shubham Sharma

To refer to an analogy used by Grace Hopper in the popular book Hadoop the Definitive Guide — “In pioneer days they used oxen for heavy pulling, and when one ox couldn’t budge a log, they didn’t try to grow a larger ox. We shouldn’t be trying for bigger computers, but for more systems of computers.”

In that regard, Hadoop represents a quantum leap forward and has served as the backbone to numerous organizations looking to harness the power of massive data sets. Many critics, however, often point out that due to the high capacity design of Hadoop components, it lacks the ability to handle small files — and that is true. But what if your organization has a large amount of data stored in a large number of small files and you use Hadoop? Have you made a wrong investment? Is Hadoop not fit for your use case? Fortunately the answers to these questions are NO!

So, how to handle these small files? No worries, Sequence file to the rescue.

Demystifying Sequence file

Sequence file is a flat file consisting of binary key/value pairs and is extensively used in MapReduce as input/output formats. Sequence file makes storing and processing smaller files more efficient. Sequence file provide a persistent data structure for binary key value pairs and also work well as a container for small files. When designing ingestion systems, it is common to use Sequence file as containers and store any file-related metadata (filename, path, creation time etc.) as the key and the file contents as the value. A point worth noting is that not only is it extensively used in MapReduce as Input/Output formats, the temporary outputs of maps are also stored using Sequence file.

The Sequence file provides Sorter, Reader, Writer classes for sorting, reading and writing respectively.

There are 3 different Sequence file formats:

- Uncompressed key/value records.
- Record compressed key/value records – only ‘values’ are compressed here.
- Block compressed key/value records – both keys and values are collected in ‘blocks’ separately and compressed. The size of the ‘block’ is configurable.

Internal Structure of a sequence file with no compression and record compression.

Each Sequence file consists of a header followed by records and sync points. In the case of no record compression, each record consists of record length, key length, key and a value, whereas in a Sequence file with record compression, the only difference is the value is compressed. Note that the keys are not compressed. On the other hand, block compression takes advantage of similarity between records and compresses multiple records at once to make it more compact.

Another advantage of using SequenceFile is that they are splittable, so MapReduce can break them into chunks and operate on
each chunk independently. They support compression as well, unlike HARs. Block compression is the best option in most cases, since it compresses blocks of several records (rather than per record). This feature is possible because of the concept known as sync points. A sync point is a point in the stream that can be used to re-synchronize with a record boundary if the reader is lost. Sync points come into action when using Sequence file as input to MapReduce tasks as they permit the file to be split, so that each split can be handled by different map tasks.

There are multiple ways of processing a Sequence file, depending on which technology fits into your architecture. One of the Hadoop stack technologies that lets you easily handle Sequence file is Pig Latin (not to be confused with the fun-filled language game). Below is a snippet of code highlighting how to use SequenceLoader present in piggy bank to count the number of records in a sequence file.

```bash
REGISTER 'piggybank.jar'
DEFINE SequenceFileLoader org.apache.pig.piggybank.storage.SequenceFileLoader();
raw = load '/user/data/' using SequenceFileLoader AS (key:chararray, val:chararray);
filegroup = GROUP raw ALL;
countKey = FOR EACH filegroup GENERATE COUNT(raw);
dump countKey;
```

Working with log files and text data using Hadoop and MapReduce is straightforward, but the challenge arises when we deal with more common serialization formats like XML, JSON, images, etc., where XML and JSON being industry wide used data interchange format. The challenge faced when using these serialization formats is they are not MapReduce friendly and do not naturally lend themselves to splitting. In such scenarios, moving to alternative file formats such as Sequence file is a smart choice as these files have built-in support for splitting. The whole XML or JSON file can be stored as a value and the file name can act as its key.

Though the Sequence file compresses the content, it also maintains the order of record and integrity of data.
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MSBAPM Career Advisor:

By Katherine Duncan

Thank you to everyone for the warm welcome over the past week, I’m thrilled to be here! As the Graduate Career Advisor my goal is to help students with their career questions and preparation to feel as empowered as possible. Not only is it my objective to help students with decisions made now, but also to give lifelong skills useful after graduation from UConn. I’d like to be very interactive with students so that I can assist each of you. If you have suggestions for workshops or feedback for me in general I’d love to hear it!

My office is 413 and I’ll be here all summer so please stop by and introduce yourself, I’d like to put a face with the name. Workshops will start rolling out by next month, look out for more information. I hope it’s useful to each and every one of you!

My first piece of advice to you all is to do your best in everything you do and be confident, it’ll take you far! I’ll share with you the best career advice I ever received. Show enthusiasm for learning because no career is stagnant. You’ve made the first steps which is earning a great education, but learning does not stop there. Be inquisitive in all that you do so you can find out the best career path for you.

Lastly, it’s not how many resumes you send out, it’s how many hands you shake. Remember that!

May Graduation Ceremony 2015:

By Monica Ashokan & Paridhi Valecha

A very warm and overwhelming goodbye to the students who graduated in May this year; we wish them a flourishing career and a prosperous life ahead. The Graduation Ceremony was enthralling not just for the students graduating in May, but also for the current MSBAPM students who attended the event.

The students who graduated were awarded with different funny and interesting titles.

After an entertaining round of awards, it got even more interesting when faculties got awarded with a couple of amusing and interesting titles like:

a. Is It a Yes Or No Award – Prof. Alpesh Kumar Tailor
b. Most Assignments Award – Prof. Xin Xin Li and so on.

John A. Elliott, the Dean of UConn School of Business wished the students good luck and spoke about the journey of students here at UConn and our new Graduate Career Advisor, Katherine Duncan, was officially welcomed and introduced to the MSBAPM program during the ceremony.

After the speech by the Dean, dinner was served and the bar was opened up for drinks and socializing. There was an elegant spread of entrees, mains and desserts and a fine assortment of red and white wines and beers. Cheery conversations filled the room. Graduating students, professors and other attendees seemed to thoroughly utilize the networking opportunity. Everybody was seen clicking pictures with friends and colleagues to memorialize this day.

The students and the faculties said a warm and amicable goodbye to students who graduated with kind words, and capturing a few memorable moments with graduate students. A few graduate students expressed their memories at UConn School of Business and expressed about their awesome journey at UConn not just because it helped them shape their careers but also because they had an amazing time with students and faculties during their learning experience at UConn. It was overall a great networking event for the students and the faculties.
Some memorable moments from the event:
### Student Awardee List:

<table>
<thead>
<tr>
<th>Name of the Award</th>
<th>Awardee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellence in Group Work</td>
<td>Yinghui Ye</td>
</tr>
<tr>
<td>Loch Ness Award</td>
<td>Yiyao Zhang</td>
</tr>
<tr>
<td>Foot in Mouth Award</td>
<td>Emily Hill</td>
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<td>Wikipedia Award</td>
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<td>Smart Cookie</td>
<td>Shan Zhou</td>
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<td>Firecracker Award</td>
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<td>Puzzle Poser Award</td>
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<td>Class Best Friend Award</td>
<td>Srikanth Varma Tirumalaraju</td>
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<td>Busy Bee Award</td>
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<td>Sai Madhukar Srinivasan</td>
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<td>Grandma's Dumpling Award</td>
<td>Neha Kamineni</td>
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<td>Technology Wizard Award</td>
<td>Ivan Theobalds</td>
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<td>It’s 5 O’clock somewhere Award</td>
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