

UConn School of Business

MSBAPM

NEWSLETTER

September 2016



UConn MSBAMP Congratulates Milind Jagre, Cricket Freedom Cup Winner and Champions League Runner-up

UCONN
SCHOOL OF BUSINESS

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Analytics in Action – Compliance and Audit Analytics

“The use of analytics to assist in achieving business goals and providing a competitive advantage has become critically important. And more broadly, enterprises are transforming from being process-driven to being information-driven, because information is an asset and not simply a byproduct of applications.” – Gartner Business Analytics Research. Companies have started leveraging analytics to improve and innovate across all its core businesses, including audit – where a suite of Audit Analytics tools and dedicated professionals are helping bring data to life to enhance risk assessment and deliver valuable insights.

Financial Audits, through decades of regulatory reforms, guidelines and stringent control over the capital market system, have been the watchdogs and ‘dark-knights’ of the corporate world for many years now. They have laid the foundations of financial transparency and a progressive economic growth, encouraging fair trade and healthy competition. Audits have long been perceived as the sole work done by the financial geeks called – auditors, who could debunk the mysteries of balance sheets and income statements. Audit, as a profession has long been considered a manually intensive, review and investigation of the financial statements of a company. With the transformational growth in the world economy, combined with an explosion of transactional data that today’s multi-national conglomerates generate, it is ignorant to believe that audits have been untouched by this data revolution. There is a growing

consensus that the traditional audits must evolve in response to rising expectations for quality, information access, and timelines.

One of the newest areas of innovation today is the field of machine learning and artificial intelligence. AI is the theory and development of computer systems able to perform tasks that normally require human intelligence. Such cognitive technologies can help auditors to automate tasks that have been conducted manually for decades, such as counting inventories or processing confirmation responses. And as a result, auditors can be liberated to focus on enhancing quality by evaluating advanced analytics, spending more time exercising their professional judgment, and providing greater insights. One specific area in which auditors are taking advantage of the benefits



of cognitive technologies is document review. Reading through stacks of contracts to extract key terms has traditionally been a time-consuming, manual process. Cognitive technologies are already being deployed by forward-thinking firms to automate this process largely. Natural language processing (NLP) technology reads and understands key concepts in the documents. And machine-learning technology makes it possible to train the system on a set of sample contracts so that it learns how to identify and extract key terms.

In the future, machine learning and natural language processing could make it possible to scan financial statements and suggest risks associated with the text while linking disclosures to Securities and Exchange Commission comment letters, analyst reports, and social media sentiment. Researchers have already shown that it's possible to predict the volatility of a company's stock price by applying automated analysis, powered by natural language processing and machine learning, to a company's financial statements. It's not hard to imagine generalizing this approach to surface other types of risk. The use of such analytics based techniques and much more can really define the next decade of audit analytics and innovation. As we move into the era of machine learning and artificial intelligence, it might not be a fairy tale if the audits of the future can be carried out by machines!

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Can a Project Manager be a Leader?

Being a project manager who leads a good team takes a lot of skills of being a great leader. Being a leader and not a manager can be tricky. They do overlap, but they are different in practice. One can follow these industry practices:

1. Be people-centric when you lead. Ask suggestions, questions, optimize expertise. Mainly DELEGATE and MOTIVATE.

2. PULL, DON'T PUSH. Effective leaders motivate at the individual level by inspiring them to contribute to overall vision using their strength and skills.



3. STOP MAKING UNREALISTIC PROMISES. Stop, listen and look before committing your team to unrealistic deadlines. Give constant updates of deadlines to

	Manager	Leader
Estimating and planning the project	X	
Analyzing requirements	X	
Assigning work to individual team members	X	X
Preparing for Steering Committee Meetings	X	X
Conducting Steering Committee meetings		X
Conducting team meetings and one-2-one catch ups		X
Motivating the team		X
Continuously improving the project and delivering real value to the customer	X	X

both team and stakeholders.

4. **EMPOWER YOUR TEAM.** When issues arise, trust your team to come up-front and find solutions instead of taking them yourself.
5. **BE AN EXAMPLE YOURSELF.** Lead by setting an example yourself. Be sure to exhibit the traits yourself.
6. **ASSUME NOTHING, COMMUNICATE LIKE CRAZY.** Set clear goals, expectations and encourage team members to speak their minds to help the project as well.
7. **MAKE THE PROJECT A PRIORITY.** Set priorities for the team like timelines, budgets, and available resources. Next, one can discuss individual priorities.
8. **THINK FIRST.** Always make time to think about the broader picture, the factors affecting the project and the company. Strategize and fill up the creative tank to do things differently.

Reference: <https://www.liquidplanner.com/blog/the-difference-between-managing-and-leading/>

AMAZON LUMBERYARD, A Gaming Revolution

Amazon announced a FREE cross-platform, a 3D game engine for developers to create games, connect via AWS cloud and store. It also engages fans on Twitch. It helps the developer to create a magnificent world with creative characters with stunning effects.

It gives flexibility even to non-programmers can add features to the game in minutes through drag and drop GUI (graphical user interface). It's a modern, physical based sharing core that renders materials based on real world parameters based on color shape smoothness and specularities. It achieves its results similar to high-end rendering pipelines.

It's rendering engine is supported with an editor. Changes incorporated here, can be reflected in the fully rendered scene, allowing immediate feedback and iteration. The rendering core is supported by real time lighting, special effects, and post effects features, such as illumination, fog, weathering, and motion blur, broken depth and much more.

The latest version is Beta 1.3 and can be downloaded for free. It has an all new interface in which all complex scenes could be downloaded at once. It displays a hierarchy of FBX files and allows one to toggle the importation. For example, if you have a single FBX file with a helmet, sword, and shield in it, and you just want the sword, you can simply uncheck the helmet and shield without going back to your 3D content tool. It supports for vertex colors and the option to use any transform object in a scene as the focus for a translation or rotation offset. The new improvised Editor has Flow Graph nodes so the user can enable/disable UI canvas; for example, load a canvas but not display it to the user for faster switching between menus. It has functionalities to enable you to paste objects as siblings and children so that you can create more complex menu functionality more efficiently than before. It also has Cloud Canvas Resource Manager GUI configures independent AWS deployments to support the needs of multiple developments and test teams.

It can reach and engage fans through Twitch—so that developers can build gameplay features with 1.7 million monthly broadcasts. With its ChatPlay, a developer can build a game that lets viewers on Twitch control a character or vote on game outcomes using chat commands like “up,” “down,” “live” or “die.” So it's easy to create your own game!



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A Social Media Tool Needed For Your Job Search!

LinkedIn is the largest professional networking tool



online. For students in search, the utilization of LinkedIn is a must! This site is the single most important social networking tool for your career. Your profile should be filled out completely, with your relevant work experience, education, specialties, skills, and recommendations from former student colleagues, professors, co-workers, and managers. Once you have established a profile, you can use LinkedIn to build your network, develop your expertise, find job leads and connect with recruiters and hiring managers at companies you choose.

SUGGESTED BEST PRACTICES FOR USING LINKEDIN!

- Sign up on LinkedIn today if you have not already. Go to LinkedIn.com. Enter your name, email address and the password of your choice.
- Fill in your profile. These areas include: Summary: What is your personal brand – your story that you want to tell employers? Specialties/Keywords: What areas of expertise do you have? Fill in this area with a list of keywords relevant to your experience – this will enhance your chances to be seen by recruiters. Education: list your pending degree and date of graduation when you graduate! Past Experience: Complete the past experience section with all past work experience. Remember: You don't have to list every job you have held, but certainly list the most recent, and jobs relevant to the position you are seeking.

- **Headline.** Choose your words carefully because this launches your brand in the market. It should be one sentence, short and to the point. Review other's branding statements to get ideas on how to express your work background. Never copy anyone's profile!
- **Professional Photo.** This will help make your profile complete and provide an opportunity for recruiters to see who you are.
- **Connections.** Connect with friends, professors, student colleagues, co-workers and managers. LinkedIn is as powerful a tool as you make it. Connect with as many individuals as you can! Find out who is a member of LinkedIn and invite them to link in. Reach out to a member to connect with you by way of a personal note. And always remember: LinkedIn is a professional networking site not to be confused with Facebook. Keep it professional!
- **Recommendations.** Once you have connected with people on LinkedIn, choose individuals whom you have had a good working relationship with, and request a professional recommendation. If you receive a recommendation, this will be displayed on your profile – and will be visible to all as a testimony to your skills and expertise.
- **Professional Groups.** Many industries and professional associations have networking groups. Conduct a LinkedIn search on your field, and discover what groups exist and join them! Groups can help you keep up with your industry's news, find job leads and expand your network.
- **Profile Completion.** Profiles that are at the "All-Star" category get more views from recruiters than others. If your profile is less than considered complete by LinkedIn, review the categories that need more information to ensure full visibility.

Project Corner: Big Data Analytics and Strategic Marketing - Final Project

By Haardik Sharma

Business Problem - Choosing wines can be a daunting task especially for consumers not well versed in the multitude of aspects associated with wine varieties. This problem is exacerbated by the fact that the amount of wines at typical wine stores is vast with a wide range of prices and qualities. Our client attempts to aid consumers by creating an app that suggests wines to customers based on user inputs regarding taste preferences.

The client also wanted to expand their revenues by creating a kiosk that they can put into grocery stores or other places that sell wine and suggest wines directly to consumers through an in-store kiosk.

Analysis Summary - The challenge within this business opportunity is two-fold. The first challenge is to determine how best the wines can be categorized. Other elements outside of the tasting dimensions and characteristics can be used to suggest wine to customers. One other factor that should be evaluated is the pairing of wines with food. Many consumers not well versed in wine selection want wines that pair well with the meal they are having. By adding food into the characterization, mix wines can be segmented for suggestion purposes. The other challenge is how to create a value proposition best for wine sellers. The kiosk will be an investment for the business, and we must make a compelling case that the kiosk can drive revenue for the sellers.

Our Solution - As one of the deliverables of this project we enhanced the recommender system of the client's mobile app by providing new information/features for the current recommended model. These new features were derived by performing analytics on the external unstructured web data, text data and segmentations of wine characteristics.

Our other key deliverable featured a business expansion plan for our client with the help of enhanced kiosk features. These features will include based on the user preference, an in-store wine locator, paired food recommendation and paired food recipe generator. These features will allow the wine store operators and grocery store operators with enhanced cross sale opportunities while at the same time drastically increasing the business proposition of the client.

Team Members: Akhil Ghorpade, Ryan Pogemiller, Daniel Olsen

Meet the New Husky!

Say Hi to the Deborah Anne Krawiec (Deb), the newly appointed, **Graduate Career Advisor of UConn MS-BAPM.**

We grabbed some time out of her tight schedule to help BAPM know more of her. Make sure you don't miss out on reading this.



Deborah Anne Krawiec (Deb)

Experience: 20 years in Career Counselling and Training

Designations: Nationally Certified Career Counselor (NCC)

Welcome aboard Deb!! Share your work journey with UConn MSBAPM. How is it different here?

Having held the position of Vice President/Career Coach for a premier Outplacement Firm, I have

provided career coaching and training to all levels of employees, representing a wide range of industries. As Founder of Arrow Career Consulting, LLC, my focus is to provide to clients a formula tailored to move their career and job search forward. Working on campus allows me to take my experience to students eager to launch or relaunch into the world of work. What I have enjoyed so much here at U-Conn is the energy and enthusiasm of the students.

Share “YOUR” secret formula to getting the dream job in the United States.

The “secret formula” has many steps, but one big aspect of a job search or anything in life is to have **determination, integrity, and focus**. The tools needed to get your “dream job” include a well-written resume, a cover letter customized to the job opening, solid answers to those tough interview questions, a target list of companies to pursue and a network you can turn to!

Having met few of our students already, what you think is the biggest strength and weakness of our students. And how can they work on it?

The biggest strength of the students that I have observed in my four weeks of being at UConn, Hartford Campus, is how focused the students have been. The biggest weakness, or challenge as I like to say, for many of our students within MSBAPM, is understanding the American job search process and American culture – and this comes with time and exposure.

Outside the office, how do you spend most of your time?

If I were to pick my number one hobby, it would have to be dance. I have studied many forms of dance which include Ballroom, Swing and Argentine Tango. I compete in one form of dance, West Coast Swing, and have been part of a Dance Performance Group. When I am not dancing, I enjoy spending time with family and friends.

Summer Internship Experience – Zurich Insurance

By Alok Singh –
Student MSBAPM
Fall 2015



“Know the industry-specific modeling techniques before you join.”

Describe your roles and responsibility at Zurich.

I joined Zurich Insurance as a Predictive Analytics Intern in the Analytics department. I would directly report to the Senior Data Scientist/ VP who had vast experience in insurance domain. My summer project was on to build a 3rd generation commercial auto model. I built a GLM model first and then improved the model accuracy by using other statistical techniques like MARS, XGBoost, and Random Forest. Insurance companies implement GLM because underwriters are required to tell the client, different factors on which their policy premiums are based on. My work mostly included improving the accuracy of the existing model.

How is Analytics implemented in insurance?

Analytics is presently used in the insurance industry from over a decade now. Machine learning, telematics are a few other new domains that insurance industries are currently exploring. SAS is the go-to tool for insurance industries, but they are diversifying it to R and Python.

How did you benefit from your internship and also, how MSBAPM played a role?

Overall it was a good experience. I learned the insurance domain principles in depth and how modeling is implemented. Also, the data in the insurance industry is very critical as it involves multiple attributes. If you enter a big and old industry, like insurance, where analytics is implemented, the pace would be slow. So one needs to be proactive from the beginning if you want to learn something. Also, they expect every student to know the analytical part because they only teach you about insurance domain. Personally, I learned a lot about different modeling techniques because of the course structure of MSBAPM. Also, the presentation skills taught in different project management classes helped me in presenting my findings.

Share a message for other students.

If you get any internship in a domain like insurance, marketing, finance, etc., make sure you study different industry-specific modeling techniques before joining the company. It will help you immensely since every industry has specific analytics need. Also, don't shy away from asking questions from higher management but make sure you do your research first.

**Faculty Spotlight
Jennifer Eigo**

**Adjunct Faculty at
UConn: MSBAPM,
Hartford**



You work and teach!! Give us some details about your current job at Travelers. Did the MS-BAPM degree help you grab this dream job?

I currently work at Travelers doing analytics for Personal Insurance Product Management. My team serves as a liaison between the most technical teams (the modelers and data delivery) and the core insurance product teams. We have to thoroughly understand the data and its structure to leverage it in the best way to derive business value. We work closely with the product teams, so understanding the business is key. Travelers is a very data-driven organization, so my group fills an important role providing the data and context to drive decisions.

My MSBAPM degree helped me land this job. In an insurance company, there are many actuaries and people with advanced math and statistic degrees; therefore, they have strong talent in the technical areas. The BAPM program taught me SQL (which I use every day!) and the modeling concepts which allow me to understand much of the work done on the technical side. But the real value of the program which sets it apart is the strong focus on the business context. It's not enough to run SQL code to find out the metrics. It's thinking wide about how the metrics affect the business. And it's thinking deep about what has caused the numbers to be where they are.

The BAPM program gave me many opportunities to practice those less tangible skills. The Priceline Data Challenge was a great chance early on in my coursework to put those skills to the test. What gave my team the winning edge was the ability to translate the data analysis into real actionable recommendations. Winning the competition also gave me a great story to tell during my interviews at Travelers.

Tell us more about your journey from a student to a faculty at MS-BAPM.

When I entered the BAPM program I honestly never thought I would end up teaching. But I was so excited to be a student again that I gave 110% to most of my classes. The coursework intrigued me so I worked hard at learning the material and must have made a good impression along the way. During my last semester, I only had the Capstone class to complete, so I decided to take on a position as a Teaching Assistant for two sections of Project Risk and Cost Management. I thought it would be interesting to learn some of how a class works from behind the scenes from the teacher's perspective. Little did I know that I would also be given a chance to teach one day of the class? Although I was incredibly nervous, it seemed like too good of an opportunity to pass up. The night before I barely slept and just told myself that no matter how it went (good or bad!) the three hours would pass and then it would be over. Not only did I survive the class, but I also had fun while teaching, and even got some good feedback afterward which was a huge relief! At graduation, I was offered the job to teach as Adjunct Faculty this semester. Again, it was too good of an opportunity to pass up!

What do you miss the most about being a student at MS BAPM?

The thing I miss most about being a student is the schedule. It was such a luxury to be a student again! Even with occasional night and Saturday classes, I was able to get most of my work done during the day which kept most evenings and weekends free for family time with my husband and two boys. The flexible schedule of being a student definitely suited me. I miss my relaxing mornings to myself, slowly making my way through my coffee and morning news. So to the full-time students, enjoy this time and make the most of it before you return to the work force! And to students who are working while in school, I admire your dedication and commitment!

Student Spotlight

Tanvi Kalevar

MSBAPM

Student: Fall 2015



Briefly, introduce yourself.

I was born and brought up in Bangalore. I did my ICSE and ISC in Bishop Cottons and completed my Bachelors in Architecture from BMS College of Engineering. I got placed into Tesco through a campus placement, and that is where I was introduced to the world of Analytics, after which I applied to three colleges, won the AACE scholarship and chose the University of Connecticut as they had a program that I thought was tailor-made for me.

You have an interesting profile of doing two internships back to back. Elaborate more about why you chose to take this different approach?

Well, the first internship I got into was for a Personal Wealth Management Company called Investnet Yodlee in Redwood City California. I was in the Data Product Management team. I would say that gave me a great start to the core career of Analytics. I had a great team, and I know I grew tremendously on the knowledge front. I, however, decided not to take up the extension of the internship and instead of doing one closer to school. I got into Healthcare Inc as their Business Intelligence Analyst, which does programmatic advertising in the Healthcare Domain. Honestly, it took me two weeks to understand the business itself as it was nothing I had come across earlier.

How do you accommodate time for your coursework and assignments while interning?

This is a tough one. I am still getting the hang of the multi-tasking. I can say I need to manage my time still better. I more or less allocate days/time for the tasks I have on my plate. Four days for work, three days for school.

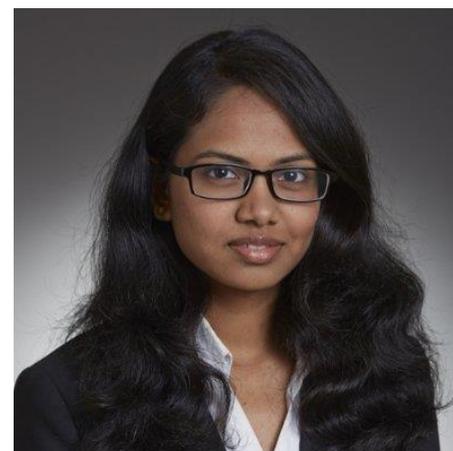
Any suggestions for students looking out for internships?

Well, the first thing I would say is to stay calm. It has a whole different perspective for the person interviewing you. They can sense the nervousness sometimes, and that may hamper your progress in the interviews. You will get plenty of rejects, but trust me that's normal, especially as soon as you wake up every morning. Don't lose heart and continue applying and something will surely come your way.

Alumni Spotlight

Sandhya Aparna

**MSBAPM Alumni
Fall 2014**



Can you walk us through your professional journey after graduating from the MSBAPM Program?

My professional journey started with an internship program at Express Scripts, a Fortune 100 Company, during last summer. As a part of my job, I created Tableau dashboards for an internal client to help them better understand their data. By the end of summer internship I received an extension and was able to do more exciting work for the firm until last December. It was an awesome experience to be able to work and learn new things at the same time. After graduating from the program, I joined LiftPoint Consulting as a Data Scientist. It is a very small but a fun company and the work culture is a complete contrast to my internship experience. Here, I am doing some really exciting work for the largest firm in the oil and gas industry. I am responsible for preparing & analyzing data, automation and delivering high-quality projects. One of the most important lessons that I have learned is to solve any problem in structured steps and one step at a time.

What are some of the analytics tools/techniques that you apply as a part of your current role?

I mainly use R, AWS and Tableau on a day-to-day basis. But I do use SAS when I am working with more than 750GB of transactional data.

Can you share some important tips/best practices for the current MSBAPM students looking for full-time opportunities, given your understanding of the analytics industry and its demands?

Open source platforms are in great demand today, and there are a lot of new tools like Apache Kafka, Apache Storm, AWS, etc. coming up these days. So, keeping abreast with the current technologies is a way to go. During MSBAPM program, I have been part of Innovation Accelerator and City of Stamford Administrative Assistant Value Contribution Assessment project. These projects gave me a hands-on experience in working with data and interacting with clients directly. Though the projects weren't related to predictive modeling or forecasting, it was a huge bonus for me on my resume as I had only one year of experience before joining the program and I think that accelerator programs can add a lot of value if you don't have prior analytics experience. Good luck for all those graduating this December and currently on their job hunt.

How does it feel to be on the other side of the MSBAPM Program? What do you miss the most about college life?

It feels satisfying to be part of something that I find really interesting and Analytics revolution in general. It feels nostalgic to remember college life. College life has seriously been one of the best parts of my life. I miss 250 Mains, cooking with my roomie, late night chats, studying till the sun is up and all the amazing people who have been like a family and a part of my highs and lows. I have always been a night person most of my life, and professional life makes it hard to be a night person anymore. ☺

Talent of the Month:

Rohit Gupta

An enthusiastic volunteer

Quickly introduce yourself and what you love doing.

I am Rohit Gupta, an undergraduate from National Institute of Technology, India.

I have over five years of experience in analytical consulting, with organizations, such as:

Mu-Sigma, EXL (Inductis) and Adobe. I love playing outdoor sports, like- Cricket and Badminton.

I also engage myself in reading fictional novels in my free time.

Talk to us about how you developed a passion towards volunteering

Since childhood, I have always believed in the welfare of the society. I believe that "Lack of Proper Education" is the cause for many societal problems. So, when I was presented with the opportunity to teach elementary mathematics to underprivileged children, during my summer break in 2009, I realized this was my inner calling.

Explain the kind of work in volunteering that you have been associated with.

I started as a volunteer and rose through ranks to become a core member of the "International Human Rights Protection Council" (Delhi wing). It is committed to reducing human rights violation cases. Herein, I led a team of 20+ volunteers, conducting educational and reformation seminars to educate people. We used to contact "village panchayat heads" for the regions with high human rights violation cases.

Would you plan to continue doing the same here in the United States?

Yes, I plan to invest part of my free time for this. However, I am yet to research on the kind of opportunities available in the US.

UConn MSBAPM Toastmasters 2016

The Toastmasters Club – Fall 2016 Kick-Off Session

With the campus hustling with the new Fall-16 class of MSBAPM, the University Toastmasters Club had its first kick-off session of the semester on the 8th of September 2016. It was a demo session to introduce the incoming class to the club and provide a sneak-peak into the proceeds of a 'Toastmasters meeting.' Since its inception early this year, the UConn Toastmasters club has grown in numbers with more than 20 members and student volunteers driving the club's weekly meetings. As members of the club, students 'learn by doing' and gain the skills necessary to be an effective public speaker and a strong leader. With a goal of reaching out to as many new students



as possible, the demo session was warmly received by an audience of more than 50 students. The one-hour session was driven by Richard Kominowski (Rick), one of the mentors of the UConn Toastmasters club. We had effective speeches by fellow students and an interesting table-topics session, where everyone has a chance to give an impromptu 2-minute speech, followed by the evaluation of the speeches and other roles. It was a fun evening which added another bright feather in the club's cap. As the club grows, on behalf of all the current club officers, the newsletter team would like to encourage fellow students to be a part of the club and hone their public speaking skills in a safe environment.

Freedom-Cup Winner and Champions League Runner-Up: Milind Jagre, MSBAPM Student Fall 2016

Congratulations, Milind!



During the Freedom Cup cricket league, his team "TRANSFORMERS" played a total of 2 league matches, winning both the matches. During the semi-final, they played against a new team winning comfortably.

In the finals, they defeated defending champions by a whisker. They needed four runs in last over, and they defended those four runs quite easily.

Champions League, a cricket tournament which is played among the teams who have qualified for at least one of the final from the tournaments across Connecticut that have been conducted in the season. The top teams from all the tournaments compete for the title of Ultimate Champion of the year.

His team played a total of 4 league matches, out of which they won 3 and lost one. They stood second from the group. His team played semi-final's against

the defending champions and defeated them by 64 runs.

In the finals, they played against Middletown Warriors. They did bat first and scored 80 runs in 20 overs. Middletown Warriors chased down the target with six wickets in hand.

UConn helped him to be a part this team as I he was introduced to the team by UCONN Alumnus named Sufian.



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