



Emory Analytics Training: Developer Course Developing a Successful Proposal & Project

The following is intended to aid applicants in developing ideas for projects that could be successfully accomplished during the timeframe of the training program. Following this advice does not guarantee admittance to the program or a successful final project.

Business Question & Process

- It is important for the applicant to have a decent understanding of the business process to be analyzed, so that their time spent during the program is focused on the analytics and tools, rather than learning the business process.
- The business process to be analyzed should be systematically tracked using straightforward and consistent logic, with limited exceptions. If the business process is new, or is a suggestion rather than a rule, it will be difficult to analyze the data and provide meaningful results or insight.

Examples:

- A business process with systematic data: children go to school Monday through Friday, with the exception of holidays.
 - A business process that is systematic but has exceptions that are not systematic: children go to school Monday through Friday, with the exception of holidays, when it rains, or if they eat breakfast before school.
 - A business process that is not systematic: children go to school any day of the week that they want to.
- The proposed project should have a clear ROV (Return on Value) to the applicant's school or unit. Analytics produced from the project should drive decision-making around a business process that has intrinsic value to that school or unit.

Examples:

- A business question with clear ROV: which region has increased demand for widgets and how can we increase sales in that region?
- A business question without a clear ROV: how many employees wear green shirts on Fridays?

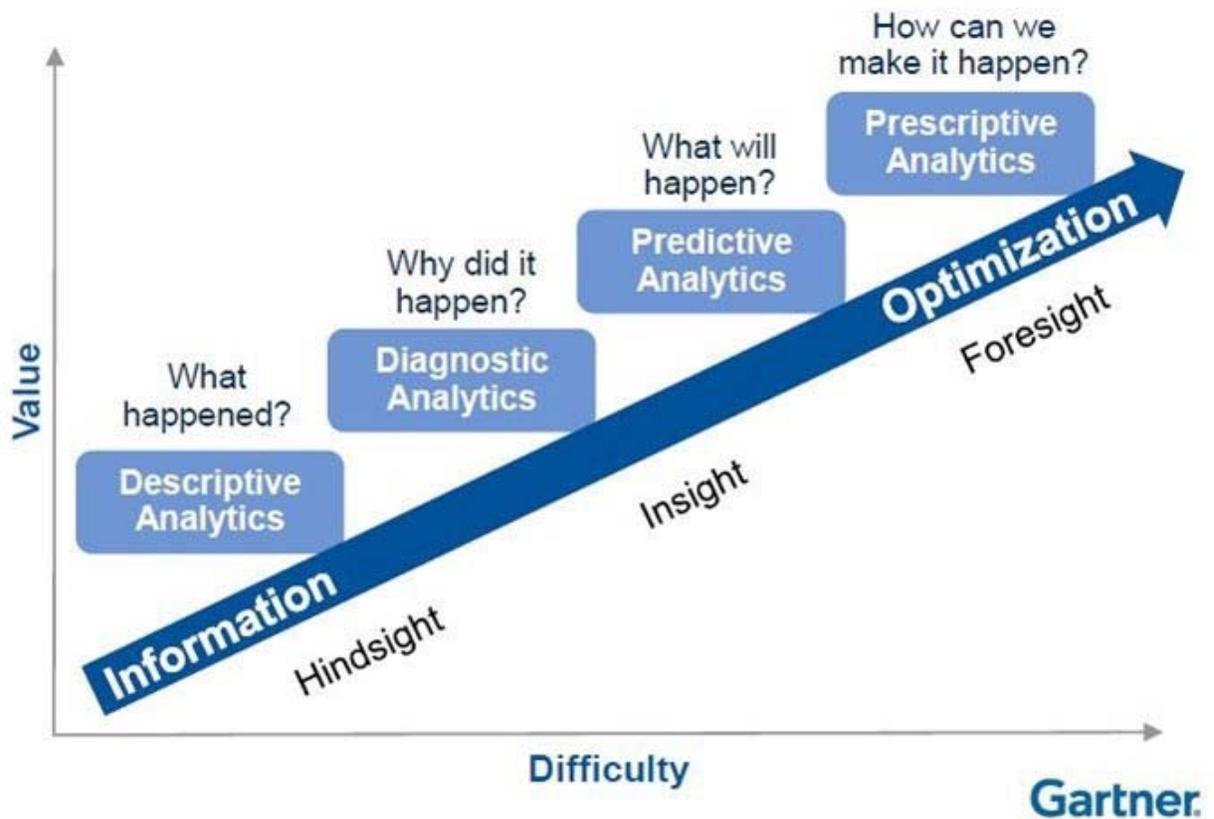


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- The proposed business question should seek answers beyond what happened in the past. The information from the past can and should inform the analysis in the project, but the project should be used to guide future decision-making. A good business question leads to analytics that can be at minimum diagnostic in nature, and ideally predictive or prescriptive. An Analytics Maturity Model is provided here for clarity.

Examples:

- A good business question: what is the 10-year trend of widget demand and what are the factors that influence demand for widgets?
- A poor business question: How many widgets did we produce in 2015?





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Data

- Experience with the data required for the project is critical. If the applicant is not familiar with the data, it will be extremely difficult to produce a successful and meaningful project.
- Access to the data prior to submitting an application is strongly recommended. If you do not have access at the time of the application, you should complete all requirements needed and receive access to the data prior to the program.

PLEASE NOTE:

- This program does not give you access to data that is not already contained in EBI.
- This program does not grant access to protected data (Labor, FERPA, HR, etc.)
- Select a project that utilizes data that is accurate and reliable.
- Select a project that has reliable data for an extended period of time.

Examples:

- A good data set: data that is available for 5+ years with no significant process change during that time
- A poor data set: data that is available for less than 5 years and/or the process has significantly changed over the time the data was collected.

Dashboard Design & Use Case

- It is important for the applicant to be familiar with employees that are relevant to or knowledgeable of the proposed business process. These employees can be critical resources for your project development, your access to information/data, and providing feedback on the final project. This could include people who are: process owners, data owners, heavy users, subject matter experts, etc.
- When developing the project proposal, applicants should have a clear understanding of the target audience for final project. Keeping the end user in mind can help inform the data you display and how you display it on the project.
- Demonstrate that you've thought about how you plan to analyze and display the data in the application.