It’s no surprise that data analytics has become an important tool across organizations. According to Robert Hetu, research director at Gartner, “Advanced analytics tools enable deeper insights and discovery that will challenge business assumptions. They also put information in the hands of business analysts and business users and offer significant potential to create business value and competitive advantage.” Among many benefits, using data can help companies save thousands of pounds, improve their procurement efficiency, develop their marketing strategies, support business growth and, critically, differentiate themselves from competitors.

With that in mind, you are writing a research paper on how companies use Big Data and Predictive Analytics to achieve a competitive advantage. Of course, not all companies use this data the same way. Additionally, mishandling data, as did Equifax and Uber, can lead to serious consequences. That’s why it must be done correctly.

Your team will take an industry, find the top three or four firms in that industry, and talk about how they use Big Data and Predictive analytics within their firm and across the industry. The topics must include, but should not be limited to, the following.

1. Cover Page
2. Introduction
3. Industry overview
	1. Main players in the industry
	2. How is the industry doing?
		1. Industry life cycle
		2. Dying or rising?
	3. How are data used industry wide?
	4. Where is the industry going?
	5. How do they develop the industry?
	6. Will the industry continue as it has in the past?
4. Individual Companies
	1. Brief (one or two paragraph) history of the company?
	2. What data do they gather?
	3. Why are those data important to them?
	4. How do they gather the data?
	5. What results do they see?
	6. How do they use the data to achieve a competitive advantage?
	7. Have there ever been any data breaches?
	8. Do they use outside consultants?
	9. When it comes to gathering data, how are they the same as other firms? How are they different?
5. Conclusion
6. References

**All assignments must be turned in on Canvas. No exceptions.**

Speaking outline must be uploaded to Canvas before presentations are made.

You must work in teams. Those teams will consist of between 2 and 4 people. All team members must be present when you present.

You may “fire” a team member from your team, but this will incur a 10% penalty for each team member fired, so use this option only as a last resort.

*Pick your team members wisely.*

**Paper and Presentation Topic**

You and your team may pick any industry you wish as long as it can be researched and is pertinent to business and/or economics. This may seem a bit broad, but it allows for maximum creativity. If you need help narrowing down your topic, see me and I’ll help. Some guidelines you may want to follow…

* Make sure there is sufficient information on the industry. Otherwise you won’t be able to find what you are looking for. In that regard, publicly-traded companies in known industries are your best bet.
* Understand the topic at hand. If you don’t know what you are talking about, then you won’t do a good job.
* Develop a good, solid literature review in advance of finding your subject. Go out and find what others are saying.
* Other guidelines are below.

**Written Presentation Guidelines for Final Project.**

* All papers must be in APA format and follow all APA guidelines.
* 10 TO 12 pages in length.
* Double Spaced
* 12-point font.

Your final product will have:

1. Cover page in APA format
	1. Cover page must have all team members’ names.
	2. Cover page must have an abstract explaining what the paper is about.
2. 10 to 12 pages of solid content as described below
	1. Be succinct in your writing. You are not writing a novel, so avoid verbosity to stretch the word count.
	2. Analyze the case/episode. You can bring in outside resources to make your point, but you should stick to the case/episode for most of your content.
	3. In-text references in APA format.
3. Works Cited Page in APA format

All papers must be in APA format and follow all APA guidelines. Failure to do this will result in point deduction penalties. Also, I have added a guide at the end of this assignment to help you understand what a proper research paper should look like.

**Oral Presentation Guidelines for Final Project.**

**Note: This presentation will follow the same outline as the paper.**

In addition to the Written Paper, you will also present your findings to the class. You can use PowerPoint, Keynote, or Prezi to develop the presentation. For the presentation, I will need the following:

1. Cover Page with team member names.
2. 1 page each for the sections listed in the paper (See below)
3. Follow the Six by Six rule (Google it).
4. Minimal animations. Charts and graphs are preferable. You can include a Lynn University Logo as long as it does not get in the way of the actual work.
5. Presentations will be no more than 12 minutes in length.

The first rubric below will be used to grade your actual paper.

The second will be used to grade your presentation.

*Both the paper and the presentation must be uploaded to Canvas prior to the time of presentation to receive full credit. Write the paper first and then do the presentation.*

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| --- | --- | --- | --- | --- | --- | --- |
| **Weight** | **Section** | **Exemplary (4 pts)** | **Proficient (3 pts)** | **Satisfactory (2 pts)** | **Basic (1 pt)** | **Unsatisfactory (0 pts)** |
| 4% | **Writing Strategy** | Consistently demonstrated correct usage of writing strategies specific to assignment, including topic choice and application | Demonstrated correct usage of writing strategies specific to assignment, including topic choice and application | Demonstrated some correct usage of writing strategies specific to assignment, including topic choice and application | Minimally demonstrated correct usage of writing strategies specific to assignment, including topic choice and application | Does not demonstrate correct usage of writing strategies specific to assignment, including topic choice and application |
| 10% | **Position/ Hypotheses** | Consistently developed and defended an effective position / hypothesis that leads to a significant conclusion | Developed and defended an effective position / thesis that leads adequately to a significant conclusion | Developed and defended an effective position / thesis that leads to a significant conclusion but lacks cohesion, structure, or unity | Developed and defended an effective position / thesis that leads to a significant conclusion but lacks adequate cohesion, structure, or unity | Position / thesis completely lacks adequate cohesion, structure, and /or unity |
| 10% | **Introduction** | Thoroughly created an engaging introduction, developing the tone of the essay | Created a mildly engaging introduction, developing the tone of the essay | Created an introduction, developing the tone of the essay | Created an introduction, with little regard to the tone of the essay | Introduction does not engage the reader, nor showcase tone of the essay |
| 5% | **Organization of main points** | Structure enhanced the argument, strong sections and seamless flow. | Structure supported the argument, clearly ordered sections fit together well. | Structure is inconsistent or uneven. | Structure is in the way of reading for content | Structure shows a lack of unified and coherent structure |
| 10% | **Literature Review** | Developed all of the arguments for and against the hypothesis. Used the arguments to develop new ideas.  | Developed most of the arguments for and against the hypothesis. Used the arguments to develop new ideas.  | Developed some of the arguments for and against the hypothesis. Used the arguments to develop new ideas.  | Developed few of the arguments for and against the hypothesis. Used the arguments to develop new ideas.  | Developed none of the arguments for and against the hypothesis. No Lit review present |
| 15% | **Methodology** | Thoroughly and consistently demonstrated correct methodology to test and evaluate hypothesis. |  Demonstrated correct methodology to test and evaluate hypothesis, but lacked some key variables. | Demonstrated correct methodology to test and evaluate hypothesis, but did not move the arguments forward. | Presented methodology to test and evaluate hypothesis, but did not test correctly. | No methodology section present. |
| 15% | **Results** | Correctly and consistently evaluated hypotheses and either proved or disproved based on the correct methodology and sufficient evidence. | Sufficiently evaluated hypothesis and proved or disproved hypotheses based on sufficient evidence. | Evaluated hypotheses and proved or disproved hypotheses, but evidence was lacking in details. | Evaluated hypothesis, but failed to prove or disprove. Showed sufficient evidence of correct attempt. | Failed to evaluate hypothesis. Failed to prove/disprove. Showed not evidence of attempt. |
| 15% | **Conclusions** | Drew correct and consistent conclusions based on results & methodology. Thoroughly provided closure to the essay in a creative, meaningful manner | Drew correct conclusions based on results. Slight inconsistencies. Provided closure to the essay in a meaningful manner | Drew correct conclusions based on results. Major inconsistencies. Provided closure to the essay, but with little creativity or meaning | Drew incorrect conclusions. Provided little closure to the essay; the reader is left with unanswered questions | Drew incorrect conclusion. Few or no conclusive statements. |
| 4% | **Presentation, style and grammar** | Demonstrated mastery of the genre, including elegant style, established voice, proper use legal use of information. There are virtually no errors | Effective utilization prose style, follows relevant scholarly and legal conventions, emergence of voice. There are some minor errors | Writer is beginning to be comfortable with appropriate conventions, style is inconsistent or uneven. There are frequent or serious errors | Writer’s errors get in the way of reading for content. Errors significantly impair readability | Writer’s errors prevent reader from understanding the essay |
| 5% | **Documentation (APA)** | Demonstrated proper style format and citations with no errors, including correct variable citation. | Demonstrated proper style format and citations with few errors | Demonstrated proper style format and citations with errors that distract the reader | Attempted to demonstrate proper style format, but errors impede reader comprehension | Little or no attempt at proper style |
| 3% | **Transitions** | Essay moved smoothly from one idea to the next with variety of mechanisms. | Essay moved from one idea to the next with variety of mechanisms. | Essay moved from one idea to the next with little variety of mechanisms. | Essay did not flow from one idea to the next; transitions, if any, were common. | Essay did not flow from one idea to the next. |
| 4% | **Evaluating and applying evidence and/ or supporting ideas** | Consistently developed well supported arguments with a variety of academically valid data/evidence/ideas | Developed well supported arguments with academically valid data/evidence/ideas | Developed well supported arguments with limited academically valid data/evidence/ideas | Developed supported arguments, but lacked consistent academically valid data/evidence/ideas | Little or no academically valid evidence |
| **100%** |  |  |  |  |  |  |



