Course Description

This course challenges students with a "real-life" analytics-based project. The students are given a business problem that calls for the application of analytics. They are required to analyze it by harnessing their business-related knowledge, analytical thinking, analytics tools, and common sense, and ultimately, draw conclusions and make actionable recommendations. To accomplish that, they need to rely on knowledge gained through
their prior studies, further educate themselves regarding the subject matter, through self-study of relevant topics, and utilize analytical thinking.

The project is done in teams, each consisting of 3-5 students*. At each step of the process, each team is required to produce reports (working papers) that describe their progress. Ultimately, each of the teams is required to present its findings and conclusions. The teams are expected to address the various tasks entailed in each of the stages while meeting preset deadlines.

The course allows students to synthesize the knowledge gained through their prior studies and apply it in a simulated business environment. Students are expected to handle the various tasks (nearly) autonomously. The teacher and TA serve as guides, assisting participants to remain on track, along their way to completing their first full-fledged project.

Note that attendance in ALL meetings is mandatory. Absence (unless for a reason acknowledged as justifiable by Reichman University's bylaws) will lead to a reduction in one's grade and may lead to failure.

* Team assignments will be decided by the course lecturer.

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**Course Goals**

Participants who successfully complete the course will have acquired the knowledge and skills required for dealing with “industry-standard” data-science projects. Participants will have acquired a good understanding of what such projects entail and how they are run and managed.

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**Grading**

While the project is done in groups, each participant is graded individually. Grades are calculated as a weighted average of the team's grade (75%), and participant's knowledge/understanding of the subject matter (25%), as assessed during the periodic meetings with the team, the presentations, and possibly an individual oral examination given towards the end of the course.

During the periodic meetings and presentations, the instructors will ask individual team members questions, either directly pertaining to the case, or aimed at assessing their knowledge and understanding of related topics such as data science, statistics, programming, and business. There may also be an individual oral examination towards the end of the semester. Participants' responses will be used to determine their individual grades.

Teams and individuals are evaluated on five main criteria:
1. Ability to analyze the problem at hand and gain a good business understanding of the subject-matter

2. Ability to translate the business problem into one that can be addressed (at least in part) by data-science tools

3. Ability to implement a working data-science (ML) solution that addresses the problem

4. Ability to interpret the results obtained from the data-science tools and come up with actionable recommendations, thereby helping the business gain a better insight into the problem supporting its decision-making process.

5. Managerial skills - effective management of the project (e.g., timely delivery of deliverables and effective communications - both orally and in written form).

Learning Outcomes

The course prepares students to manage "real-world" industry-standard projects. Students who successfully complete the project should be ready to undertake and manage practical tasks and small-scale projects in a business setting.

Lecturer Office Hours

Officially: Sunday 15:45-16:45 (by appointment)

Unofficially: As long as we're on campus, I'm at my office nearly daily and am happy to meet any time (as long as I don't have prior commitments). If we're off-campus, I can be reached by mail. Zoom meetings will be scheduled for issues that can be better handled that way.

Tutor Office Hours

By appointment

Reading List

Project description document. (The document will be handed to students at the beginning of the course.)