



## PHASE ONE COMPETITION

**Thank you for participating in the inaugural BAC@MC.** This document contains important background information including the competition's rules, guidelines, and the data description. The data will be distributed in a multi-file format that is described below.

**Your team (consisting of between two and four undergraduate students) will review, possibly restructure, explore and analyze the competition data. Each team will create a poster that summarizes the analysis process and conclusions drawn from the data. Poster presentations will be scored by a panel of judges during this first phase of the competition.**

If you have any questions, please contact us (see contact information below). We look forward to receiving your posters and seeing you in May. **Good Luck!**

## THE STORY

Mr. Digits, a business analytics consultant, has left his Manhattan office for the day and is taking the uptown 1 train home to the Bronx. Into his train car walks an a cappella group of NYC musicians who are promoting their weekend show in Van Cortlandt Park. The group positions themselves across the train car and at the count of four –

one -- two -- a one, two, three four:

"I can't get no satisfaction... 'cause I try and I try and I try!"



**Satisfaction**, thinks Mr. Digits! The song reminds him of his newest client, Rides 'R Real (RRR), a nationwide amusement park. RRR has joined the big data revolution and sought out Mr. Digits to help them make sense of mounds of satisfaction data. Just yesterday the CEO of RRR gave him access to three years of the company's employee satisfaction data. Mr. Digits also has access to external employee satisfaction benchmarks. In addition a marketing intern at RRR sent Mr. Digits Foursquare check-ins for the various park locations. The hope is that Mr. Digits can gain some insight from the data to help RRR make the park more thrilling than ever.

**What will all the data tell him? What insights can he gain?**

## THE DATA

- **RRR Annual Internal Employee Satisfaction Survey:** the company surveys employees (anonymously) on an annual basis.
  - Assessment Description: Survey questions covering relevant aspects of an employee's experience (e.g. job satisfaction, compensation, teamwork, leadership, customer focus, safety).
  - Data Description: Numerical values (integers) are used to represent the varying degrees of satisfaction or dissatisfaction, agreement or disagreement associated with the measured item (e.g. 1 =strongly disagree to 5 = strongly agree).
  - Timeframe: Data was collected during the month of July for the years 2011, 2012 and 2013.
  - File names (EXCEL Workbooks): **Employee Census 2011**  
**Employee Census 2012**  
**Employee Census 2013**
- **External Employee Satisfaction Benchmark:** normative employee satisfaction data based on companies from various industries.
  - Data Provided: Benchmark scores for relevant aspects of an employee's experience (e.g. job satisfaction, compensation, teamwork, leadership, customer focus).
  - Data Description: Average percentage of favorable scores. Favorable scores are responses of either 4 or 5 on a scale of 1–5.
  - Timeframe: Benchmark data is provided for years 2011, 2012 and 2013.
  - File name (EXCEL Workbook): **Industry Benchmark**
- **Customer Check-ins:** collected from the Foursquare online database.
  - Data Description: number of customer check-ins by location.
  - Timeframe: Monthly check-ins are provided for years 2010 and 2011.
  - File name (EXCEL Worksheet): **Foursquare**

## THE POSTER

- The poster should present the team's ideas, methodology, and any insights or conclusions based on the data analysis.
- Posters must be submitted by midnight on May 1<sup>st</sup>, 2015. All posters should be prepared such that they can be printed on a 36"x48" poster board. Additional detailed instructions for poster submission will be made available a few weeks prior to the submission deadline. These instructions will be e-mailed to all participating teams and posted on the competition website.
- The team posters will be evaluated on the following criteria:
  - Clarity and relevance of **research**
  - Appropriateness of **analysis**
  - Significance of **findings**
  - Appropriate **use of data**
  - Style and content of the **poster**
  - Knowledge and professionalism of **presenters**
  - **Overall** creativity and originality

## CONTACT

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