MISSION: BE A LEADING SOURCE OF DATA ANALYTICS KNOWLEDGE CREATION, AGGREGATION, AND ASSIMILATION

PREPARED BY: HAYA AJJAN, PHD
The Elon Center for Organizational Analytics serves as a hub for faculty, students, and industry thought leaders to disseminate best analytics practices, solve organizational problems, and promote teaching, outreach, and research in analytics. The Center accomplishes this through student projects, consulting, and professional trainings that demonstrate how analytics can be utilized to provide solutions for problems faced by organizations today.

The Center has delivered value to its students, faculty, and partners through hosting seven on-campus and off-campus educational events, sponsoring four data analytics projects, and recruiting new talented faculty fellows and student interns.

This annual report provides a summary of major Center’s activities in the 2016-2017 academic year and their impact.
Our main goal through the Center is to lead the education, research, and practice of analytics across campus.

**Curriculum Goals**

The curriculum goals and activities of the Center provide support for increasing and improving the analytics-oriented components of our undergraduate and graduate courses with the aim of producing students competent in current analytics practice and application.

**Research Goals**

The research goals and activities of the Center focus on the emerging issues facing analytics practitioners’ and supporting research across campus on data analytics.

**Practice Goals**

The practice goals and activities of the Center are grounded in collaborative interaction with the business community. The Center hosts analytics thought leaders and practitioners who share their insights with students, faculty and professionals. The Center’s Organizational Analytics Advisory Board Meeting brings Elon faculty and professionals together to share case studies and emerging trends in analytics. The Center provides Elon students opportunities to develop hands-on analytics experience through paid internships and consulting projects. The Center supports the newly formed graduate and undergraduate analytics programs across campus through sponsorship of case competition teams and hosting networking events for professionals and students to discuss careers in analytics.
During 2016-2017 the Center partnered with eight organizations: Hanes, RTI, Amazon Web Services, Beach Re, SAS, Glen Raven, Go Global NC, and United Way of Alamance to provide curriculum guidance, hands-on analytics projects, guest speakers, employment opportunities for our students, and research projects.

Currently, we are pursuing partnership opportunities with the following organizations: Covance, MetLife, and Acuity Brands Lighting, Inc.

At the end of Spring 2017, we had two partners: Gilbarco and United Guaranty. Unfortunately, these two companies experienced a change in leadership and reorganization of resources, and decided to conclude their partnership with the Center.

Advisory Board Members

The board serves as an advisory resource for the organizational analytics program across campus in matters such as mission, strategy, curriculum, external activities, student recruiting, student placement, and community engagement events.
On April 19, 2017, the advisory board met with analytics faculty fellows and students to review the Center’s progress toward its goals and identify opportunities for improvement.

Our advisory board members include:

- **Mrs. Gayle Bieler, Director of RTI’s Center for Data Science.** Mrs. Bieler led a campus-wide presentation on how analytics can improve the human condition. Her session attracted over 200 students from across campus. The event was co-sponsored with the Department of Computing Sciences. Mrs. Bieler attended the advisory board meeting and met with the Center’s director to discuss the importance of infusing ethical use of data into Elon’s analytics curriculum.

- **Dr. Ben Martin, Vice President, Advanced Modeling, Simulation, & Optimization at Hanes brands Inc.** Dr. Martin and his team have been instrumental in providing the Center with data for its first annual analytics case competition. They have also provided us with research opportunities and feedback on curriculum development. In addition, they have attended all our analytics conferences.

- **Mrs. Suzanne Bryant, Chief Data Officer at United Guaranty.** Mrs. Bryant presented at our analytics conference in Spring 2016 and served on the board from Fall 2016 to Spring 2017. Unfortunately, due to reorganization and leadership changes at United Guaranty, she no longer is available to work with the Center.

- **Dr. Jerry Oglesby, Senior Director Global Academic Program at SAS.** Dr. Oglesby has provided the Center with invitations to SAS educational events and resources for SAS visual analytics. Dr. Oglesby has attended the two advisory board meetings we have held and was able to provide valuable insights on what other centers around the country are doing in terms of programs and offerings. According to Dr. Oglesby, “Elon’s program is unique in the way its engaging undergraduate students across campus in local community data projects through the internship program.”

- **Mr. Larry Pizette, Senior Manager at Amazon Web Services Solution Architecture.** Mr. Pizette presented at our analytics conference in Spring 2015 and 2016. He also provided us with resources to setup up an AWS server to host a MySQL database for our Center’s work.
He also provided us with access to data architects to develop and support analytics curriculum development.

- **Mr. Ethan Lane, Chief Information Officer, Glen Raven.** Currently the Center is working with Glen Raven on multiple initiatives: 1) Design and deliver Analytics 101 sessions to operations teams across Glen Raven starting February 2018, 2) Develop IT data architecture request for proposal and offer it to faculty fellows for pay, and 3) Provide spring/summer practicum opportunities for 2-3 MSM students every year.

In addition to working with our partner organizations, the Center has worked extensively with **IBM** to make Watson Analytics available on campus to all students and faculty. Watson analytics software is a cloud-based cognitive analytics tool that allows exploratory analysis of the data by asking questions in natural language. The system offers discovery-based relationships in the data based on correlations and decision tree modeling. It is currently connected to a variety of data sources including social ones such as Twitter. Currently, the Center is working with Math and Statistics faculty to introduce all Elon students to IBM Watson Analytics. In order to infuse the use of cognitive analytics throughout campus, the Center offered to train all faculty members teaching introductory courses in Math and Statistics. In this way the software can be taught in a one-hour session to all our students at Elon. The aim is for all Elon students to use cognitive analytics throughout their academic career at Elon. The Center’s director has been invited to the first-year math and statistics faculty meeting this coming fall to show faculty how Watson Analytics could be integrated into their current curriculum.

**IBM Watson Analytics**

IBM Watson Analytics is a smart data analysis and visualization service that helps users discover patterns and meanings in their data. This service automates the process of going from business questions to actionable insights and reduces dependence on scarce analytics expertise. The easy-to-use interface combined with natural language interactions and cognitive capabilities guide you through advanced analytics so you can answer questions and discover new insights.

This service is brought to you through a partnership between the Center for Organizational Analytics and IBM Watson Analytics.

**Availability**

Our Campus Edition license grants access to all faculty and enrolled students.

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<tr>
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<th>Data Restrictions</th>
<th>Support</th>
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</tr>
<tr>
<td>Faculty</td>
<td>Note: When registering for the service, you must agree to the Terms and Conditions which includes the following language:</td>
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<td></td>
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<td></td>
</tr>
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5
The Center also worked with **Apple Educate** to introduce faculty and staff to Swift Playground a simple programming language for Mobile Apps. The Swift Playground allows faculty members to introduce their students to mobile application development in the iOS environment.

The Center’s partners contribute great value and resources that help us develop premiere analytics programs across campus. It is our aim to provide reciprocal **value** to our partners through the following offerings:

**Student Interns**: Through the Center, partner organizations have access to students’ resumes.

**Project Consultation**: The Center offers all partners a priority for any consultation projects and dedicated students to work on the project assigned.

**Customized Corporate Training**: The Center offers a variety of training sessions to support its partners organizational analytics efforts at a discounted price. Here are sample courses available:

**Session I: What is Data Driven Decision Making and Why Do We Care? (90 minutes)**

- Introduction to the concept of big data and the data revolution
- How technology is driving volume, variety, value, and velocity of data
- Why Big Data is important and how firms can compete on analytics
• Key learning and best practices from organizations successful in harnessing Big Data

• Identifying opportunities to leverage Big Data and overcoming the common challenges to success

**Session II: An Introduction to Data Analytics (90 minutes)**

• Defining business metrics for data-driven companies

• Identifying source of data and understanding the process of data collection

• Characteristics of different types of data

• Solving business problems starting with the challenge and working backwards to develop the solution

**Session III: Using Data Analytics to Make Better Decisions (90 minutes- Hands-on session)**

• Visualization using Tableau and WASM: The case for visual representation of data

• Exploring the analytics cycle (from business understanding to model evaluation and presentation)

• How to use data analytics to transform your daily work- Charting a direction for the future

**Partner Network:** The Center’s partners have access to analytics employees in other partner organizations to exchange ideas and best practices.

**Research Collaboration Opportunities:** The Center’s partners have the opportunity to propose research collaboration ideas and work with the Center’s faculty fellows and students.

**Access to Center Training Events:** The Center’s partners have access to all educational events hosted by the Center. This year, we had seven training events related to IBM Watson, Amazon Web Services, Python, and Apple Swift.

**Class Projects:** The Center’s partners are encouraged to provide a semester-long class project to faculty fellows to adopt in their classrooms.
This year the Center established key resource capabilities to support data analytics community and commercial projects. The four current projects are with Go Global NC, United Way of Alamance, Beach Re, and Elon University Advancement office. This coming year, we plan to extend our projects portfolio to work with HanesBrands on a predictive analytics modeling project.

The project with Go Global NC included developing the following capabilities:

1- Database management using MySQL on Amazon Web Services

2- Data collection from secondary and primary data sources

3- Data cleaning and preparation

4- Data visualization using an interactive dashboard presented in a manner that is value-added to government officials, business leaders and community members.
It is the aim that the snapshot will develop leadership that supports global engagement, increase the world’s awareness of what NC has to offer, develop an infrastructure that supports international partnerships, and ensure citizens are prepared to succeed in a global community.

**Project Impact:** Since April 2015, the Center’s interns have worked with Go Global NC and RTI International to collect, clean, and visualize data for over 60 global indicators. The aim of this project is that the snapshot will develop leadership that supports global engagement, increases the world’s awareness of what NC has to offer, develops an infrastructure that supports international partnerships, and ensures citizens are prepared to succeed in a global community.

**GLOBAL INFRASTRUCTURE AND LOGISTICS**
Global growth is all about access and movement. North Carolina must develop and maintain the infrastructure and logistics capabilities to support global opportunities, from broadband connectivity to supply and transportation systems.

**Number of international passengers**

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</tr>
<tr>
<td>2015</td>
<td></td>
</tr>
<tr>
<td>2016</td>
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</table>

Source: Bureau of Transportation Statistics

**UNC system: global awards and subcontracts**

Source: University of North Carolina General Administration. Includes direct monetary awards to UNC campuses from foreign sponsors and subcontracts from UNC campuses to foreign collaborators.
The second project the Center is working on is with Beach Re. This project involves the following capabilities:

1- Data retrieval and cleaning from vendor’s site using Python
2- Data matching and cleaning from multiple tables
3- Report design for customers

**Project Impact:** Developing valuable, unique and distinctive analytics products for Beach Re’s customers.

The third project is with United Way of Alamance. This project involves the following capabilities:

1- Conducting stakeholder interviews
2- Developing and collecting key indicators
3- Building an interactive dashboard for key stakeholders

**Project Impact:** Supporting United Way of Alamance mission to mobilize the caring power of our community to advance education, financial stability, and health.

The fourth project is with University Advancement office to create a predictive model in higher education, the project involved the following capabilities:

1- Conducting stakeholder interviews
2- Merging and cleaning data from multiple sources
3- Regression and decision tree modeling
4- Model evaluation
5- Stakeholder presentation
We are seeking new predictive and prescriptive analytics modeling.

**Project Impact:** Developing a predictive regression and decision tree models to help predict alumni donations.

The Center’s projects have been tremendously beneficial for our students, particularly by helping them develop their data preparation, presentation and analysis skills. However, as we develop our analytics capabilities on campus, the Center is seeking to add more predictive and prescriptive modeling projects to its portfolio. To this end, the Center is in the process of planning a predictive analytics project with HanesBrands. The project will include data mining and predictive modeling. Additionally, the Center has received a work inquiry from Atlanta-based Acuity Brands Lighting, Inc., to have the Center help them with a Marketing predictive analytics project. Adding more predictive modeling projects will be our priority for this coming academic year.

Finally, given our good work with Go Global NC, the community manager at HQ Greensboro Sara Pilling reached out to the Center for help with a community indicators project for Guilford County. The added projects will help us diversify our project portfolio and the skills our students are developing.
The projects we are currently seeking to work on include the following capabilities:

1- Predictive and prescriptive analytics modeling
2- Text mining and sentiment analysis
3- Machine learning
4- Social network analysis
This year the Center hosted seven educational events focused on delivering tools and techniques to add value to our Elon students, faculty, and professional community members. The events focused on latest practices in analytics. Here is a brief summary of each of our events.

**AWSome Analytics Workshop (November 7th, 2016)**

More than 120 students, faculty members, and professionals learned how cloud computing can be utilized by organizations to innovate, experiment, and iterate using AWS cloud services.
Thirty Elon faculty and staff were introduced to Apple’s Everyone Can Code program through a workshop focused on Swift Playground.

**Watson Analytics Workshop (November 16, 2016)**

Randy Messina, the worldwide public sector leader for Watson Analytics, led a workshop of 28 attendees that showed participants how IBM Watson Analytics, a cloud-based data analytics service, can guide data exploration, automate cognitive analytics, and create dashboards and infographics.

**Apple’s Everyone Can Code Workshop (April 4, 2017)**

Thirty Elon faculty and staff were introduced to Apple’s Everyone Can Code program through a workshop focused on Swift Playground. Swift is a robust and intuitive programming language created by Apple for building apps for iOS, Mac, Apple TV and Apple Watch. Apple education experts Joel Davies and Paul Petrogeorge demonstrated Swift Playgrounds, an iPad app that teaches the fundamentals of computational
The Python workshop was designed to form a community of programmers at Elon who can learn from and support each other. Thinking and programming, and discussed App Development with Swift, a curriculum designed to teach programming and app development to faculty and students new to coding.

**Elon Business Analytics Conference (April 5, 2017)**

Organizational analytics experts presented information on the latest analytics trends to an audience of more than 80 professionals, faculty, and students at the third annual Elon Business Analytics Conference, held in Durham, N.C.

During the presentation titled, “Four Eras in Ten Years: A Revolution in Analytics,” keynote speaker Tom Davenport discussed the changing landscape of analytics and the new focus on AI and machine learning. Davenport is the President’s Distinguished Professor of Information Technology and Management at Babson College, the co-founder of the International Institute for Analytics Institute for Analytics, a fellow of the MIT Initiative on the Digital Economy, and a senior advisor to Deloitte Analytics.
Big Data and the Power of Learning to Program (April 13, 2017)

Faculty fellow and Assistant Professor Alfred Simkin shared his knowledge of using Python programming language during a campus workshop. The Python workshop was designed to form a community of programmers at Elon who can learn from and support each other.

2nd Advisory Board Meeting (April 19, 2017)

Advisory board members, faculty fellows, and students discussed the latest curriculum analytics courses at Elon. Student interns presented their project goals and progress with United Way of Alamance, Go Global NC, and Beach Re. Faculty fellows Jonathan Albright and Mostafa Mesgari presented their research projects on fake news and Moodle text mining. Faculty fellows Andi Metts, Megan Squire, Amanda Sturgill, and Haya Ajjan presented the latest analytics courses and curriculum updates across campus.

The Center’s partners provided important feedback on the latest analytics techniques that our faculty need to consider in their courses. For example, AWS discussed the importance of cloud computing and its impact on traditional analytics methodologies and techniques.
SURF Poster and Presentation (April 25, 2017)

The Center contributed two 2017 SURF sessions: 1) a presentation delivered by student Ramon Brandt. Ramon built and compared two predictive models and focused on techniques to predict alumni donations, and 2) a poster session led by four student interns to present the Go Global NC digital snapshot.

Other Presentations (2016-2017 Academic Year)

On October 14, the Center’s director presented to the LSB board with two analytics students the design and progress the Center has made since Summer 2015.

On November 16, the Center’s director presented to the AAAC with two analytics students the design and progress the Center has made since its initiation.

On December 1, the Center’s director presented a session on “Artificial Intelligence: The Next Marketing Frontier.” at the Communications and Marketing Conference in Las Vegas, Nevada.

On December 8, the Center’s director presented a session on the value of data driven decision-making in front of 30 business managers and associates at Glen Raven Technical Fabric business planning Team meeting.

On December 10, the Center’s director presented at the Pre-ICIS SIGDSA/IFIP WG8.3 Symposium Innovations in Data Analytics in Dublin, Ireland on “Curricula for Business Analytics”.

On January 27, the Center’s director presented a session on “Predictive Analytics and Machine Learning.” at the DSA CEO Retreat in Santa Monica, CA.

On April 20, the Center’s director presented to the LSB board with five analytics students the projects and progress the Center has made in the 2016-2017 academic year.

On May 24, the Center’s director presented an invited session on “The Role of Artificial Intelligence in Marketing.” at the Academy of Marketing Science.
This year the Center had ten paid student interns and three volunteers. The Center offers many benefits to the students through the internship program, including:

- Develop analytics skills and experiences
- Apply classroom learning to real-life projects
- Build an analytics projects portfolio
- Develop project management and research skills
- Establish connections with analytics experts and executives (with a potential for hire)
Nicole Ciotoli '18
Hometown: Glen Head, New York
Majors: Applied Mathematics & Statistics (actuarial concentration)
Minors: Computer Science & Business Administration
Campus involvement: Statistics Club Vice President, Sigma Kappa sorority
Current center work: Build dashboard for United Way of Alamance

Edward Ensign '18
Hometown: Harrison, New York
Majors: Management (Business Analytics track) & Marketing
Campus involvement: Lambda Chi Alpha and Fat Frogg employee
Current center work: Working with United Way to make Alamance County a better place

Emily Fasth '19
Hometown: Charlotte, North Carolina
Major: Management (Business Analytics track)
Minors: Economics & Religious Studies
Campus involvement: Residence Life, Iron Tree Blooming, Kappa Delta sorority
Current center work: Working with United Way of Alamance

Mike Guadagnino '18
Hometown: Oakland, New Jersey
Majors: Finance & Accounting
Minors: Mathematics & Economics
Campus involvement: President of Rotaract Club
Current center work: Project management lead for Beach Re
**Ansley Hamilton ’18**

Hometown: Johns Creek, Georgia  
Major: Media Analytics  
Minors: Information Sciences & Entrepreneurship  
Campus involvement: Center for Leadership, Elon Volunteers, Live Oak Communications  
Current center work: Created a Social Media dashboard for Alamance

**Rachyl Jackson ‘18**

Hometown: Stonington, Connecticut  
Major: Media Analytics  
Minor: Information Science  
Campus involvement: Public relations coordinator for Elon Volunteer’s Cinderella Project  
Current center work: Using Twitter analytics to gauge North Carolina’s global reach

**Jasmine Jones ’19**

Major: Computer Science  
Minors: Information Science & Finance  
Campus involvement: Leader of Women in Computer Science, SMART Mentor  
Current center work: Building python code to extract data from multiple sources.
Dora Muratovic ’19
Hometown: Orlando, Florida
Major: Accounting
Minors: Computer Science & Economics
Campus involvement: Moseley Front Desk, Porter Family Professional Development Center Student Ambassador, Alpha Xi Delta, Beta Alpha Psi, Business Fellow, Odyssey Scholar
Current center work: Collecting and organizing data on education indicators for Alamance county.

Alice Pittman G’17
Hometown: Durham, North Carolina
Graduate Studies: Elon MBA (organizational analytics concentration)
Current center work: Applying visualization best practices to build valuable and easy to use dashboards.

Matt Spring ’18
Hometown: Manhattan, New York
Major: Finance
Minor: Psychology
Current center work: Collecting data for Go Global NC initiative.

The Center is proud of the interns who graduated this past May and grateful for their work for the past year and a half with the center. Here are our former interns:

Jenny Faig ’17
Post graduation: Financial systems analyst at the Board of Governors of the Federal Reserve System
Majors: Applied Mathematics & Statistics
Maria Hadaya '17

Post graduation: Preparing to pursue a Ph.D. in business.

Majors: Finance & Management (Business Analytics track)

Minor: Economics

Sydney Lawton '17

Post graduation: M.S. candidate in analytics at the Institute for Advanced Analytics at North Carolina State University

Majors: Statistics & Environmental Studies

Post graduation: M.S. candidate in analytics at the Institute for Advanced Analytics at North Carolina State University
The Center currently has 16 faculty fellows, representing different disciplines on campus from computer science to physics and marketing. The Center offers its faculty a range of benefits including:

**Faculty Student Mentorship Opportunities**

The Center is currently managing three industry projects. Faculty fellows can engage with the students to guide them through different stages of the analytics cycle, from definition to modeling and presentation.

**Faculty Network Access**

Faculty who are doing similar types of analytics work can work together to define and explore new research opportunities.
Research Support

The Center offers its faculty fellows with research stipends ranging from $500 to $2,000 depending on the project's scope and cost. The Center provides faculty fellows access to analytics executives and their organizations for research opportunities and consultations.

Faculty Teaching Resources

1. Teaching Material

The Center has started a Moodle Page for all faculty fellows to exchange syllabi in analytics on topics such as Big data analytics, data mining, and visualization. In addition to syllabi in project management and consulting.

2. Guest Speakers

The Center provides faculty fellows access to guest speakers. Partners to consider: Hanes, RTI, SAS, Glen Raven, Amazon Web Services, Go Global NC, and the United Way of Alamance.

Our current faculty fellows are:

Steven Bednar
Assistant Professor of Economics

Analytics Focus: Descriptive Analytics

Email: sbednar@elon.edu
Phone: (336) 278-5935

David Bockino
Assistant Professor of Communications

Analytics Focus: Traditional Media Measurement such as Nielsen and Comscore

Email: dbockino@elon.edu
Phone: (336) 278-5519
Catherine Chiang
Associate Professor of Accounting

**Analytics Focus:** Descriptive and Predictive Analytics in Accounting

Email: cchiang@elon.edu
Phone: (336) 278-5939

Steve DeLoach
Professor of Economics

**Analytics Focus:** Descriptive Analytics and Econometrics

Email: deloach@elon.edu
Phone: (336) 278-5943

Kirstie Doehler
Associate Professor of Statistics

**Analytics Focus:** Descriptive Analytics, Survival Analysis, Nonparametric Statistics, and Regression Modeling

Email: kdoehler@elon.edu
Phone: (336) 278-6473

Joe Green
Lecturer in Management Information Systems

**Analytics Focus:** Predictive Analytics, Prescriptive Analytics, and Visualization

Email: jgreen36@elon.edu
Phone: (336) 278-6106
Kacy Kim  
Assistant Professor of Marketing  
**Analytics Focus:** Data Mining, Predictive Analytics, and Visualization  
Email: kkim3@elon.edu  
Phone: (336) 278-5296

Derek Lackaff  
Associate Professor of Communications and Associate Director, Center for Advancement of Teaching and Learning  
**Analytics Focus:** Media Analytics  
Email: dlackaff@elon.edu  
Phone: (336) 278-6492

Byung Lee  
Associate Professor of Communications  
**Analytics Focus:** Data Mining, Descriptive Analytics, Social Network Analysis, Python, and Text Mining  
Email: byunglee@elon.edu  
Phone: (336) 278-5675

Mostafa Mesgari  
Assistant Professor of Management Information Systems  
**Analytics Focus:** Descriptive Analytics, Predictive Analytics, Data Mining, Visualization, and Text Mining  
Email: mmesgari@elon.edu  
Phone: (336) 278-5590
Andi Metts
Lecturer in Mathematics and Statistics

**Analytics Focus:** Descriptive analytics

Email: mettsa@elon.edu
Phone: (336) 278-6654

Alfred Simkin
Assistant Professor of Biology

**Analytics Focus:** Python, Data Mining, Descriptive Analytics, and Simulation

Email: asimkin@elon.edu
Phone: (336) 278-6287

Megan Squire
Professor of Computing Sciences

**Analytics Focus:** Python, Database Management, Web Scraping, Text Mining, and Sentiment Analysis

Email: msquire@elon.edu
Phone: (336) 278-5204

Amanda Sturgill
Associate Professor of Communications

**Analytics Focus:** Descriptive Analytics

Email: asturgill@elon.edu
Phone: (336) 278-5790
Brian Walsh
Assistant Professor of Communications

**Analytics Focus:** Social Network Analysis, Text Mining, Data Mining, and Visualization

Email: bwalsh5@elon.edu
Phone: (336) 278-5803

Qian Xu
Associate Professor of Communications

**Analytics Focus:** Social Network Analysis, Descriptive Analytics, and Predictive Analytics

Email: qxu@elon.edu
Phone: (336) 278-6454
LOOKING AHEAD

The Center is planning six educational and training analytics events this coming academic year:

**Oct 5:** Champion® student analytics case competition  
**Feb 15:** AWS event focused on machine learning  
**Mar 12:** Analytic in sales  
**Apr 5:** 4th annual analytics conference  
**Apr 17:** Social Network Analysis workshop  
**Apr 19:** Advisory board meeting

The Center plans to hire 8-10 new student interns from across campus to assist in the added predictive analytics project. In addition, the Center plans to engage existing faculty fellows with analytics projects sponsored by the Center. The Center plans to recruit new faculty analytics fellows from across campus.
The Center is hosting and planning its first annual analytics Elon Champion® Case Analytics Competition sponsored by HanesBrands. The Center aims to add one new industry partner this academic year as well as a new predictive analytics project to its work portfolio.

Other items we are looking forward to in the 2017-2018 Academic year:

The Center participated in two grants proposal and anticipates the results this coming academic year.

**Grant 1** for FDI and Trade: International Engagement Ready Communities Grant for $97,000 in partnership with Go Global NC. If accepted, the Center will support Go Global NC in developing analytics techniques and tools needed to understand effective trade and FDI promotion strategies.

**Grant 2** for NCDS proposal for data science curriculum development: The Center’s director is serving on the steering committee for the proposed NCDS workshops on Data Science curriculum.
In the 2016-2017 academic year, 45.9% of the Center’s budget was spent on students’ wages, 34.5% was spent on analytics conference expenses, 15% was spent on meals and refreshments during educational events, and about 3% was spent on Center’s partners gifts (mugs and shirt).

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As we did last year, we aim to deliver value to our partners, students, and faculty and to make a difference in the analytics field in our local community through education, practice, and research.

For the 2017-2018 academic year, we anticipate adding research and case competition expenses. The case competition is anticipated to cost $3,000 for awards and $1,000 for food. The Center is raising funds to support the competition from HanesBrands, The School of Communications, The College of Arts and Sciences, and the Love School of Business.

In addition, the Center’s budget for 2017-2018 will allocate $5,000 to support analytics research projects and/or student mentorship opportunities on campus.

The Center will continue to support educational events, the annual conference, and student internships throughout the coming academic year. We anticipate growth in the number of Center partners will lead to more projects, which will result in the hiring of more student interns and the involvement of more faculty from across campus.

As we did last year, we aim to deliver value to our partners, students, and faculty and to make a difference in the analytics field in our local community through education, practice, and research. With your continued support, we will. Thank you.