

MSBAPM NEWSLETTER MONTHLY

MARCH 2015

IN THIS ISSUE

THIS MONTH

[Student Article](#)

[Sports Analytics Interview](#)

[School of Business Faculty Awards](#)

[Student Spotlight- 1](#)

[Student Spotlight- 2](#)

Questions?

Contact
MSBAPMClub@uconn.edu

ANNOUNCEMENTS

REMINDER:

Registration for summer classes opened on 2/23. Please make sure you did the needful for any holds on your account (e.g., immunizations, bursar/financial holds, etc.). Else you will not be able to enroll in a class.

Registrations open for Alteryx Data Challenge. Deadline – March 27th.

GRADUATION 2015

1. Summer Graduates - Do not apply for graduation until you have finished all your summer classes.
2. All 2015 Graduates (May, Summer & December) – Please submit your Plan of Study ASAP.

For guidance/Appointments on Courses/Plan of study,
✉ anna.radziwillowicz@business.uconn.edu

UPCOMING EVENTS

3/26 BASIC-TO-INTERMEDIATE EXCEL WORKSHOP -
Host: Aarthi Vemuri.

TIME: 4:00pm—5:00pm, Room TBD

4/2 2015 MSBAPM & VLINK SCHOLARSHIP AWARD CEREMONY & NETWORKING RECEPTION –

MSBAPM scholarship Award Ceremony.

TIME: 4:30 pm - 8:00pm, Observation Deck

4/2 2015 SPRING CAREER FAIR-

Information at: <http://www.career.uconn.edu>

TIME: 11:00am—3:00pm, Student Union Ballroom, Storrs Campus

4/9 AN OVERVIEW OF R - Learn about R.

Host: Parth Kulkarni.

TIME: 3:00pm - 5:00pm, Room TBD

4/24 ALUMNI PANEL –

Interactive Session with MSBAPM Alumni.

TIME: TBD

5/6 GRADUATION CEREMONY – **TIME:** 4:30pm

MIT Sloan Sports Analytics Conference 2015

By Snehal Joshi



Overwhelming! Yes, that's the only word that comes to my mind when I think about the MIT Sloan Sports Analytics Conference recently held at Boston. I joined the MSBAPM course in spring '14 and took a class with Professor Bergman where I first spoke to him about sports analytics. It's been more than a year now that we are working together on this. I decided to attend the conference this year, come what may! I knew this would be a great opportunity to meet professionals from sports industry and network with like-minded individuals. The conference was a 2 day event with a number of

exciting sessions spread across the huge Boston Convention & Exhibition Centre. I was accompanied by a few fellow BAPM students and Professor Bergman. The best part of this conference was that it was organized by the first & second year MBA students of MIT and observed 3000+ attendance this year. The attendees came from all over the globe, various professions, and diverse backgrounds.

The first day of the conference 27th Feb, started with exciting panel discussions with previous Miami Heat player, Shane Battier, who now works for ESPN as a college basketball analyst. He was an early adopter of analytics in basketball and he strongly believes that analytics helped him take his game to the next level. At the same time he also admitted that he lost his creativity due to the use of analytics everywhere in the game. It was really exciting to learn how these sportsmen are considering analytics, from a player's perspective. The event was sponsored by big players in the sports industry like ESPN, Catapult Sports, Ticketmaster, etc. and included panel discussions with representatives from these organizations who shared their experiences on using analytics in sports. Every panel speakers narrated interesting stories about their experiences in sports, whether playing or business, kept the audience engaged, laughing and entertained. The common thread that tied every sport together, breaking down salary caps and television revenue discrepancy barriers, was DATA.

Apart from panel discussions, there was a data science and visualization zone presented by Booz Allen

Hamilton where the company showcased its ability to use data science to elevate sports franchises' performance, both on and off the field. They gave a demo of a project on helping an MLB team predict the secondary-market price of tickets in order to set pricing strategies to maximize direct sales and many more amazing tools and applications. This year's conference drew some big names from the industry, like NBA, MLB, and MLS commissioners, Benjamin Alamar, Dean Oliver, Brian Burke and Nate Silver to discuss the increasing role of advanced statistics and the latest technologies and developments in the industry. MIT Sloan also invited Edward Tufte, the American statistician, pioneer of Data visualization and a distinguished professor at Yale. It was amazing to listen to the 'Leonardo da Vinci' of Data talking about 'the thinking eye'. It was great to meet students from other universities too as it helped me understand their efforts in pursuing a career in sports.

The second day 28th Feb, had almost the same agenda. The most important attraction of this day was the career conversations. I got a chance to speak with the representatives from ESPN, Catapult Sports, NFL team Miami Dolphins, NBA team Memphis Grizzlies, etc. This greatly helped me understand what these companies expect from the students when they are hiring. They suggested few important things: 1) If you want to work in this industry, do something to show that you really want to work here and prove it to the people out there, 2) Build healthy relationships and 3) Network. Well, I think we are taught similar ethics in our course

too. There were few other sessions by Zebra Technology (ZT) who recently partnered with NFL as their official on field player tracking provider. They explained the ideology behind their product 'Motion Works' and how it is helping football league to track their player's performance. ZT had also sponsored a case competition for the graduate students around the globe who were attending the MIT SSAC15. Two teams from UConn participated, unfortunately we didn't get through but it was a great experience to work on the case and learn more from presentations of winning teams; we now know exactly where we went wrong! Apart from this, the conference also had research posters and papers exhibition where students and industry professionals showcased their work in the area of sports analytics. The conference wrapped up with a fascinating and humorous panel discussion on 'Future of the game' with Nate Silver and other big names from all major leagues.

I was amazed to see such talented people under one roof and felt highly fortunate to have an opportunity to attend MIT SSAC this year. I am sure this will add value to our newly formed sports analytics group and we have students attending and participating in this conference every year. Next year is the 10th anniversary of MIT SSAC and I am already excited about it. Hope to see most of you there next year!

Interview with NY Jets Speaker

By Vasanth Munnamgi

Sohil Gala, a speaker of New York Jets delivered a speech on Sports Analytics when he dealt with Analytics in sports from – Team and Business aspects of the game. He dealt with critical model building in sports -- Sales lead scoring models, renewal models and retention models. Sohil also addressed the aspects of pre-game and game-day analytics like merchandise analytics and entry time and gate analytics. Sohil gave an overview of trends in the field - Rewards Programs and Variable Pricing.



(Left: Prof. David Bergman, Right: Sohil Gala)

Following is his interview with the BAPM Newsletter team:

WHAT ARE CURRENT TRENDS IN SPORTS ANALYTICS?

SG: Current trends in Sports Analytics that seem most exciting to me are Rewards Programs/ Loyalty Analytics – to retain and increase the customer-base, Variable Pricing – to try and give customers value for their money and sell out the game at optimum price per ticket as possible

and Performance Analytics that concerns performance of players.

WHO DO SPORTS ANALYTICS TEAMS COLLABORATE WITH?

SG: Key actors that Sports Analytics teams work with include the internal Sales, Finance and Strategy teams and also the General Manager and Coach

WHAT FACTORS POSE CHALLENGES IN DETERMINING ATHLETE'S PERFORMANCE?

SG: One of the major challenges in coming up with a clear picture of athlete's performance through integration of data from various sources concerns the availability of data sources and accuracy of the same.

HOW DO YOU RANK MATURITY OF ANALYTICS IN DIFFERENT SPORTS?

SG: Here is how I would rank maturity of sports from 'most mature' to 'can do better':

- ✚ Major League Baseball – Most Mature
- ✚ National Basketball Association – Mature
- ✚ Major League Soccer – Mature
- ✚ National Hockey League – Mature
- ✚ National Football League – Can do better

WHAT DO YOU SEE AS THE BEST WAY ONE CAN PREPARE ONESELF FOR A CAREER IN SPORTS ANALYTICS?

SG: To start with, internships are great platforms to experience the field of Sports Analytics. Attending Conferences on Sports Analytics and interacting with academicians and practitioners in the field will also give you good exposure to the field. Learning tools like SAS, SPSS, SQL,

OlikView and some CRM software will come-in handy during work.

School of Business
Faculty Awards:

Congratulations!!

PROF. JOSE CRUZ for award in
Service

PROF. CUIHONG LI for award in
Teaching Innovation

PROF. DMITRY ZHDANOV for
award in **Undergraduate
Teaching**

Student Spotlight: Monisha Tyagi



Monisha Tyagi, shared with her about her keen interest in painting and how it has been helping her in her life.

STUDENT PROFILE:

NAME: Monisha Tyagi

GRAD. DATE: Fall 2015

HOMETOWN: Delhi, India

UNDERGRAD: BITS, Dubai

WHY DID YOU CHOOSE THIS PROGRAM?

MT: I love discovering and deducing anomalies and trends in data. I am a very logical person with great interest in statistics and analytics. This program perfectly fits in with requirements to pursue my future career aspirations.

WHAT DOES PAINTING MEAN TO YOU?

MT: Painting to me is getting away from reality to have my mini break. It is my stress buster as well as a relaxation pill. I love abstract painting and bright colors. Painting helps me tap into the creative side of me and helps me establish a different mode of thinking.

WHO IS YOUR BIGGEST INFLUENCE? WHY?

MT: My art teacher has been the biggest influence in my life. He taught me different techniques and forms of art in various mediums starting from oil, acrylic, pen work, pallet knife, water colors etc.

HOW LONG HAVE YOU BEEN PAINTING FOR?

MT: I have been painting for nearly 8 years now.

WHO INSPIRES YOUR INTEREST IN PAINTING?

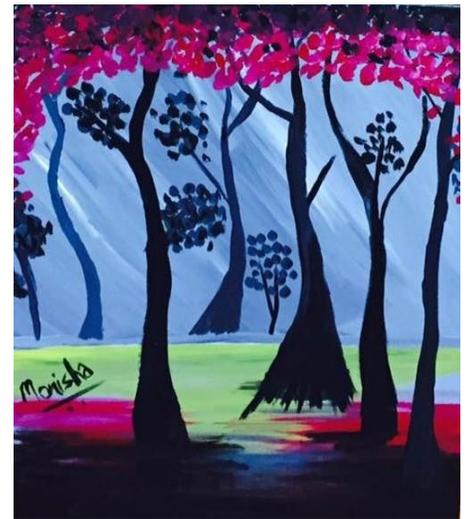
MT: My mother is my greatest inspiration. She being an artist herself has never taught me how to paint as she always wanted me to develop a unique style of painting something which is very different from her style. I have always painted to fetch positive comments and feedback from her.

HOW DO YOU THINK YOUR INTEREST WILL HELP YOU IN YOUR CAREER?

MT: My love for colors helps me brighten up my day in my professional, academic and personal pursuits. In its own way, painting helps me concentrate on my work. It refreshes my mind and enables me concentrate and prioritize tasks.

WHAT DO YOU LIKE TO DO IN FREE TIME?

MT: I like to paint, gym, and dance and most importantly eat!!! I spend most of my time doing these activities with music playing in the background.



(Monisha Tyagi's Painting)

Student Spotlight: Parth Kulkarni



Parth, our fellow MSBAPM student got an offer from **eBay** for Summer Internship position in Data Analytics. Parth shared his experience about his approach to job search and his interview with **eBay**.

STUDENT PROFILE:

NAME: Parth Kulkarni

GRAD. DATE: Fall 2015

HOMETOWN: Pune, India

UNDERGRAD: VIT, Pune, India

WHEN DID YOU START YOUR SEARCH FOR INTERNSHIP?

PK: I started my internship search in the second week of December. Before that I had just shortlisted the companies that I was interested in, based on my previous experience and industry vertical preference.

HOW DID YOU APPLIED FOR INTERNSHIP. DID YOU UPLOAD YOUR RESUME ON ANY JOB-SEARCH WEBSITES?

PK: I did not upload my resume on job search websites. I went to the career section of each company I

wanted to apply for, and dropped in my application.

HOW DID YOU PREPARE FOR THE INTERVIEW WITH EBAY?

PK: Here are the few things that I did:

- ✚ Read a lot about the company : Recent press release, new product releases, recent analytics initiatives, competitors and road map of the company
- ✚ The recruiter who reached out to me for this interview, had informed me that it was going to be technical. However, I still went through the Forbes list of behavioral questions
- ✚ Brushed up on my technical knowledge

WHAT KIND OF QUESTIONS WERE ASKED TO YOU IN INTERVIEW?

I had two interview rounds back to back, both of which comprised of:

- ✚ Experience and projects that I worked on in the past
- ✚ Deep dive on each point mentioned on my resume
- ✚ A lot of questions on Linear Regression and Time Series Forecasting

WHAT IS THE JOB PROFILE AND POSITION EBAY OFFERED TO YOU?

Position Offered: Analytics Intern
Job Profile: As a part of the Global Shipping and Financial Analytics team.

I would be working hands-on on projects that are currently worked on.

SOME TIPS YOU WANT GIVE TO OTHER STUDENTS FOR SEARCHING FOR INTERNSHIP OR BUILDING THEIR RESUME.

Tips for students searching for an internship:

- ✚ Students searching for an internship should focus more on building their technical skills. Core tech companies like eBay/Amazon/Microsoft or various other companies, focus more on technical skills of the
- ✚ Networking is important, but should not be given prevalence over building technical expertise
- ✚ Job search, at least at an early stage should be more aligned towards your area of interest, for e.g. I always wanted to be a part of the ecommerce industry
- ✚ Be thorough with your interviewers' background, and ask questions accordingly. A non-technical interviewer will not like technical questions from the candidate. However, asking questions either during or at the end of the interview is a must.

MSBAPM & Alteryx Data a Challenge

Alteryx has partnered with the Business Analytics and Project Management program (MSBAPM) at the University of Connecticut – School of Business to host a data challenge. The competition focuses on leveraging the power and flexibility of the Alteryx platform along with skills gained in the MSBAPM program to solve the challenge. Students can submit projects as teams of up to four, finalists will be invited to present their projects to a panel of distinguished judges, including

Alteryx's Chief Scientist, and various amazing prizes will be awarded.

More information about the data challenge can be found at the website:

<http://www.alteryx.com/uconndatachallenge>

MSBAPM Students are exuberantly forming teams to research about the Alteryx software, to understand the platform, how it's used, and how the software aids analytics. Good luck to the participants!

Welcome Back from Spring Break Week

A week-long of food celebration, starting 23rd March, is being hosted by the departments of the business school to welcome students back from Spring Break. Students will relish different cuisines at the Observation Deck, from 5:00 pm to 6:00 pm, all through the week.

Here are some glimpses from the week.



Faculty Spotlight: Douglas Ramsey



This spring is quite interesting for students to learn about Project Management with instructor Ramsey. He joined the UCONN OPIM Department in Spring 2015, currently teaching Introduction to Project Management. In addition to his part-time instruction, Doug is a 2nd Vice President and Strategy & Delivery Lead for Personal Insurance (PI) Technology at Travelers. In his role, Doug leads technology delivery in support of PI's Auto Product, most notably the nationwide rollout of Quantum Auto 2. Prior to this role, Doug was an Application Development Lead, managing PI's Policy Administration Systems, Services, and Document Management technologies. Prior to joining Travelers, Doug worked at a global technology consulting firm, Accenture, as a Sr. Manager in their Government Practice. During his consulting career, Doug implemented and led several large-scale system integration programs for state tax & revenue agencies.

Doug Ramsey is doing an excellent job on teaching Project Management with his unique experience and extensive background in the technology and project management field. It has been noticed that all the current students are really excited to learn and have a practical approach towards the course. Some topics that he is covering are Portfolio Management, Systemic Biases, Project Planning and Risk, Monitor and Control.