Assignment: Case Analysis (Data Choices)
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Course: *BUS 312*
Title: *Data Literacy for Business* (3 units)

"The best way to predict the future is to create it."
-Peter Drucker (1909-2005)

Data

Each team will select (with my approval) their own business questions/issues and their own datasets to study and analyze. I'll ask for three choices on the date listed on the course outline/calendar well before the middle of the semester in order to eliminate any duplicates among teams and help with applicability of team choice to this course.

The data must come from one of the data sources listed in Exhibit 12.6 (Potential Sources of Data to Address Business Questions) on page 857 of the textbook. This Exhibit is in Case #3 in Chapter 12.

Please rank your three choices: first, second, and third. A team may get their first choice but they may not. Student teams should be comfortable analyzing any of their three data choices. The instructor will make the final selections from each team's choices during class. The instructor's decision is final.

Tips for Team Brainstorming:

- *Defer judgement.* You never know where a good idea is going to come from. The key is to make everyone feel like they can say the idea on their mind and allow others to build on it.

- *Encourage wild ideas.* Wild ideas can often give rise to creative leaps. In thinking about ideas that are wacky or out there, think about what the team really wants without the constraints of technology or materials.

- *Build on the ideas of others.* Being positive and building on the ideas of others take some skill. In conversation, try to use "and" instead of "but."

- *Stay focused on the topic.* Try to keep the discussion on target, otherwise the team can diverge beyond the scope of what you're trying to do.

- *One conversation at a time.* Your team is far more likely to build on an idea and make a creative leap if everyone is paying full attention to whoever is sharing a new idea.

- *Be visual.* In live brainstorms write down on Post-its and then put them on a wall (there are electronic collaboration tools for this too). Nothing gets an idea across faster than drawing it. It doesn't matter if you're not Rembrandt!

- *Go for quantity.* Aim for as many new ideas as possible. Crank the ideas out quickly and build on the best ones.

These tips were excerpted and adapted from https://www.designkit.org/methods/28.html.