

Lab 1: Brand Strategy & Super Bowl Twitter Analytics

Start Assignment

Due Tuesday by 11:59pm **Points** 10 **Submitting** a file upload
Available Jan 8 at 12am - Jan 26 at 11:59pm

Brand Strategy & Super Bowl Twitter Analytics

Individual Assignment

Time Estimated: 3 hours

LAB VIDEO (<https://utah.instructure.com/courses/941136/pages/video-is-strategy-and-twitter-analytics-video>)

OBJECTIVES:

1. Help students understand the link between organizational strategy and IS.
2. Hands-on experience using Excel Data Analysis Toolpak and Word Cloud tool.
HOW TO ADD DATA ANALYSIS TOOLPAK? <https://www.youtube.com/watch?v=DoAckgj-jUk> Note that Excel for Mac 2011 does not offer Data ToolPak, so students have to seek help for more recent versions of this software.
3. You are expected to have basic statistics knowledge (descriptive, correlation, regression) from OIS 2340 (Business Statistics) or BCOR 2020 & 2030 (Frameworks for Business Problems I & II) . If needed, please review the basic statistics concepts here: **INTRO TO OLS REGRESSION** <https://www.youtube.com/watch?v=VZkXjh0m1Rg>

PROCEDURES:

1. Please follow instructions in this PDF ([strategy-twitter-analytics-lab.pdf](https://utah.instructure.com/courses/941136/files/157421891/download?wrap=1) (<https://utah.instructure.com/courses/941136/files/157421891/download?wrap=1>))

2. See VIDEO of top Super Bowl ad for 2020

Top 5 Super Bowl 2021 Commercials You Might Have Miss...



3. Files you need for the lab: **doritos.txt**

<https://utah.instructure.com/courses/941136/files/157421889/download?wrap=1>)_ ↓
(https://utah.instructure.com/courses/941136/files/157421889/download?download_frd=1)
SB2014.xlsx (<https://utah.instructure.com/courses/941136/files/157421884/download?wrap=1>)_ ↓ (https://utah.instructure.com/courses/941136/files/157421884/download?download_frd=1)

4. Submit word doc to canvas.

SUBMISSION:

In a word doc, include the following:

- Descriptive Statistics
- Correlation
- Charts (Bar Chart and Scatter Plot)
- Regression Result
- Word Cloud
- Summary paragraph

Organize your submission well to facilitate easier grading == higher scores.

Late submission is accepted for 1/2 credit up to 3 days.

Any questions, please do ask.

Brand Strategy Lab Rubric

Criteria	Ratings		Pts
Descriptive Statistics	2 pts Full Marks	0 pts No Marks	2 pts
Correlation	1 pts Full Marks	0 pts No Marks	1 pts
Charts (Bar Chart and Scatter Plot)	2 pts Full Marks	0 pts No Marks	2 pts
Regression Result	2 pts Full Marks	0 pts No Marks	2 pts
Word Cloud	1 pts Full Marks	0 pts No Marks	1 pts
Summary Paragraph	2 pts Full Marks	0 pts No Marks	2 pts
			Total Points: 10