**Data-driven business**

**Group assignment instructions**

30.10.2021

Your task is to study, analyze, and provide recommendations concerning the strategy of a young technology company with a specific focus on data, algorithms, and digital ecosystems. It is up to you to pick a company, but I would recommend you to study a technology company that is no more than six years old. It is probably easier to interview the founder or employees if the company operates in Finland, so a local company is recommended. I expect you to gather information from diverse media sources and to interview someone involved at the company.

Content of the presentation is up to you to decide – deciding on the optimal structure and contents is part of the task. However, I would recommend you to have at least:

* + Framing the task: what is the purpose of this presentation? What are you trying to accomplish? (e.g. provide the company’s board with an assessment of digital strategy and recommendations)
	+ Internal analysis: what are the data assets/digital information that company collects or creates, and how is it using this data? What kind of algorithms the company has developed or is using? This does not need to be very detailed. Companies often do not want to reveal how they do things, and you can assess this based on public information.
	+ Environment: what are the ecosystems and platforms the company connects to?
	+ Who are the competitors? How are they using data? Who are the relevant incumbents that the firm is competing against?
	+ What is the current strategy of the firm, i.e. how does it intent to win against its competitors? What about its data strategy: how is the company planning to further utilize data, AI, digital platforms, or other aspects of digitalization to serve customers and outcompete other firms?
	+ Can you make recommendations on how the company should adapt its use of data and AI in the coming years?
	+ Implementation plan for your recommendations (including organizational issues, such as structure and culture)

Please return the assignment as a PowerPoint file. The presentation should be roughly 8-12 slides with notes pages as necessary. Please pay attention to the visual appeal of your presentation. Please use the notes pages to elaborate your arguments.

**Group**

You should form your teams by yourselves. The group is allowed to have 2-5 students, but I recommend groups of 3 to 5 students. Grading will **NOT** depend on your team size. Use MyCourses discussion area to find team mates, if necessary

**Grading**

The group assignment is worth at maximum 20 points (20% of the course grade). The grading is based on the following criteria:

1. Relevant use of course readings and session contents
2. Your use of empirical information about the business environment, partners, customers, and the case company
3. Creativity and brilliance of your analysis and suggestions
4. Clarity, professionalism, and quality of the slides and related arguments

**Deadline:** Please return at MyCourses at latest on the evening of December 7th, 9pm!