IS 6833 — Spring, 2015
Final Exam

Answer the questions as instructed below. Answer clearly and neatly in typewritten (word processed) form. If I cannot read your answer or understand your grammar, or if you provide multiple answers, the answer will be wrong. Be specific and direct in your answer. If you have questions about the intent, meaning or purpose of the question -- ASK.

You may have notes, books or other reference materials that you desire. However, **you must do the exam alone**. If you do work together on the exam, or if you copy the answer from someone or if you discuss possible answers, this will result in a grade of zero (0) for all parties involved.

Turn in the complete exam in order, stapled in the upper left corner. These are due to me by *Monday, May 13 in class.*

I will be available, especially by email, for questions.

1. Consider the data in the "final_exam.xlsx" data file. Develop the best model with which to predict sales for Quarters 76 and 77 (yes, I want to see the model). Defend your model.

2. There is increasing pressure for companies to use the data and associated models to make decisions for the company without human intervention. Discuss the costs and benefits of such a plan.

3. Suppose you have been hired by the Dean of the College of Business at UMSL to produce business intelligence for the College. What kinds of data would you recommend be collected and what kind of metrics would you recommend be produced?