

## Student Activity Choices

### Creative Analytics

Choose at least 15 words from the vocabulary provided on the PDF worksheets with each Analytics of Finance video segment to create a poem, chant, rap, short story, video, or digital or visual artwork. What message do you want to convey about how data and analytics are changing the world of finance? Choose one theme or many. Be creative! Perform (or present) your final creation to the class.

### Ask the CDO

You are the Chief Diversity Officer at a company that has yet to invest very deeply in data-driven technologies, including analytics. You want to convince your CFO (Chief Financial Officer), who makes the financial decisions about where to allocate capital, about why it's a good idea, especially to improve the effectiveness of diversity and inclusion programs at the business. Write a 400-word persuasive email about the power of analytics to help you do your job better. Remember to think about some of the lessons learned in the Analytics of Finance video segments. How will you convince the CFO that analytics is worth the company's investment?

### Digging into the Data

You are a decision-maker at an emerging company that makes a fun product sold specifically to Gen Z. The data analysts you recently hired have given you a report detailing who is using your product, where they are shopping for it, which colors and designs are most popular, and where there are weaknesses with the product. Using this data, create a 400-word report for your board of directors discussing how this new data will help you make smarter financial decisions. Come up with your company name, the product you're selling, and the specific data that will inform your decision-making. How will this make your business more efficient and effective? Have fun with creating your business and the numbers that will drive its success.

### Data Detective

You are an individual investor on a mission – to invest in businesses that care about more than making money. These companies claim to also want to benefit the planet and people through their products, services and decisions. While reading one company's annual report (which talks about all it has done the past year), you conclude the claims it is making are greenwashing. You decide to go to the company's annual meeting and present your case as a concerned investor. What will you say? Create a fictitious company and, building a case for how data and analytics can help to hold the company accountable for its actions, write your 350-word pitch to the CEO and board of directors, or tape a video on your phone as if you are talking to them directly. How will you measure and monitor their claims and their actions? Be specific and persuasive.

## Interviewing an Insider

Do you want a career in analytics and financial innovation? What exactly will that look like? Find a person in your life or through your teacher who is actively working in data, analytics or Web3 in some way – a data scientist, software engineer, computer scientist, statistician, programmer, crypto entrepreneur, banker, or any other analytics/financial professional. Make a list of 10 specific questions about their job and career and interview them over Zoom. With their permission, record your conversation and submit to your teacher. Or simply take notes and report what you learned to your classmates.

## Regulation Redux

Auditors have uncovered some stunning white-collar crimes throughout history, scams that have robbed investors and other stakeholders out of billions of dollars. Dig into a fraud of your choice. Some suggestions might be Bernie Madoff Ponzi scheme, the collapse of Enron, Martha Stewart's insider trading, WorldCom accounting scandal, or another of your choosing. Create 5 slides that give a quick overview of the fraud, devoting 3 of them to how stronger regulation and the use of data and analytics could have detected the fraud sooner. How would technology have improved the regulation of these individuals and industries? Present the slides to your class!