

Database Project (10% of course grade)
Due: November 28 2006
Access Help Tutorial: November 08/09

Note: The case that is mentioned here is purely hypothetical, and is intended for this class project only.

Cingular wireless is looking at new ideas to improve the market share in the youth segment. And you have been hired by Cingular telecommunications for a market research. You would need to analyze and evaluate the variables for this problem, design a market research and make a recommendation/useful data to Cingular for profit improvement.

For example, some of details Cingular would be interested in knowing would be: what is the market share of each cell phone provider/phone model in the UCSC campus? Or what are the reasons why a student like a particular model/plan?. To improve market share, may be they would also want to make recommendations to their phone supplier for additional phone features.

Some questions that Cingular may be interested would be a subset of the following list. (These questions are provided just as a guideline to get you started thinking. You are free to design a subset of this problem or a new problem and tailor your survey according to the needs of the problem provided that you remain in a problem domain interesting to Cingular).

What are the reasons why a student chooses a particular service? What are the driving factors here? An attractive plan or the phone features?
What is the price sensitivity in phones/plans for the youth segment?
What are the phone models that are used? What is the distribution of the phone models among different services?
What are the features of the phone are currently used?
What are some of the features they like/they would like to see? (For example, how many of them use the phone to browse the internet/check mail)
How many of them actively use text messaging? How many messages?

Just to help you with an example of problem definition, look at this internet article. <http://mobileopportunity.blogspot.com/2005/10/myth-of-smartphone-market.html>
As for example, you can do a market research to prove that there is no market for smart phones.

You would need to prepare a survey questionnaire, and administer the survey with at least 20 phone users and collect the data. The results of the survey should then be entered into a MS Access database. The final report should include an analysis of the data gathered, some recommendation for improving the revenues. As an example for recommendations, you may recommend a preferred supplier for the youth and phone features recommendation for the

supplier phone or that providing internet as free along with a plan would increase the percentage of revenues (by this amount) or that the youth would pay more for more “cool” and fun features in a cell phone etc.

These are some of the guidelines. As mentioned above, you are free to design a subset of the problem or a new problem and tailor your survey according to the needs of the problem provided that the problem/recommendation is interesting to Cingular

Your survey should be no more than a page long to make it easy for people to fill in. It should include the subject names and can include other personal information if you think it would help to analyze the results.

Assignment deliverables:

All the documents should be submitted using the webct.

Go to: <http://www.ic.ucsc.edu/webct>

Login with UCSC username and password

Click on:

ISM-50 Business Information Systems, #16874

Click on assignments



Click on the database project

Submit files

Copy of survey and responses (at least 20)

Analysis of research, including tables and charts generated in Access (~3/4 pages)

Summary Recommendation (1 page)

Access database file with:

Data entry wizard

Generated data reports / graphs (though these should also be pasted into the analysis if valuable)

P.S: You might want to mention in the survey form that all the data would be kept confidential and would be used for class project purpose only.