

Mimic Analytics Boot Camp



Mimic Analytics Simulation



Bundle Options



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Summary of Rounds

1. Basic Data Transformation
2. Advanced Data Transformation
3. Basic Data Integration
4. Advanced Data Integration
5. Cluster Analysis
- 6-9. A/B Testing x 4



What students are saying

“I really love the way Mimic Analytics let’s me make decisions as if I were an intern” - Kate

“...and the best thing is being able try things like AB Testing and make mistakes now before I do it in real life with real money.” - Juan

“I never knew how important cleaning the data was until I saw how it is connected to decisions businesses have to make.” - Pratish

“It was exciting to compete to be #1.” -Branson



What does the simulation look like?



Real World Scenarios

stukent

MIMIC Analytics

Results Progress

Round 1 – Basic Data Transformation

BUDGET

\$10,000

BALANCE

\$10,000

Topics / Modules

Introduction

Scenario

Objectives

Landing Page

Sales


Search Ad Campaign

Analytics Report

Budget Allocation

Run Simulation

Scenario



1:01


Quick Recap

Buhi's different marketing teams are competing for funding based on past performance. You must determine what

Your first job is to **download and clean** the web, sales, and search ad campaign data. To clean the data properly, you must find and remove:
1. Outliers

Back

Continue



PROFCON
2020
DATA CONFERENCE

Clear Objectives

STUKENT

Help

MIMIC Analytics

Results Progress

Round 1 — Basic Data Transformation

BUDGET
\$10,000

BALANCE
\$10,000

Topics / Modules

☐ Introduction

☐ Scenario

☒ Objectives

☐ Landing Page

☐ Sales

Run Simulation

Objectives

You've been given access to three Buhi files, containing multiple sets of data:

- Web data
- Sales data
- Search ad campaign data

You can access these datasets and explore their contents by downloading the attached zip file containing the corresponding CSV files. Open the CSV files in Microsoft Excel or Google Sheets.

Your first task is to **clean** the data by finding and removing outliers, impossible values, and incorrect values.

*If you need help using formulas, watch the Excel tutorial videos in the Guides.

Let's Review the Process

Back

Continue

Engaging Activities

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MIMIC Analytics

Results Progress

Round 6 – A/B Testing Landing Page 1

BUDGET
\$10,000

BALANCE
\$10,000

Topics / Modules

Scenario

Objectives

A/B Test Trials

Your Final Selection

Run Simulation

A/B Test Trial 1

Edit the product image for both Test A and Test B by clicking on the respective boxes and selecting the features you would like to implement in the A/B test.

To learn more about A/B testing best practices, read this [article](#).

You can run up to 12 A/B tests. Remember, you're aiming to **maximize the percentage of returning customers**.


Your final grade for the round will be based on the test you select before clicking "Run Simulation." If you don't select a test, your grade will be based on the highest-performing test from the last trial you submitted.

Edit each panel of your landing page by mousing over them and clicking. After you complete each task on the page you can run your tests.

Test A

Test B

Product image settings



Back

Continue

Run Trial

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Allocate budget with simulated dollars

The screenshot displays the STUKENT MIMIC Analytics interface. On the left, a sidebar shows the navigation menu with options: Results, Progress, Round 4 — Advanced Data Integration, Topics / Modules, Scenario, Objectives, Decisions, Analytics Report, and Budget Allocation (selected). Below the sidebar, a 'Run Simulation' button is visible. The main content area is titled 'Budget Allocation' and shows a 'REMAINING \$3,500.00' balance. A table lists four personas with their allocated amounts: Back-to-School Mindy (\$3000), Up-and-Comer Raj (\$500), Seaside Sally (\$1500), and Energetic Jill (\$1500). Each row includes a slider control for adjusting the amount. At the bottom, there are 'Back' and 'Run Simulation' buttons.

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MIMIC Analytics

Results Progress

Round 4 — Advanced Data Integration

BUDGET \$10,000 BALANCE \$10,000

Topics / Modules

- Scenario
- Objectives
- Decisions
- Analytics Report
- Budget Allocation**

Run Simulation

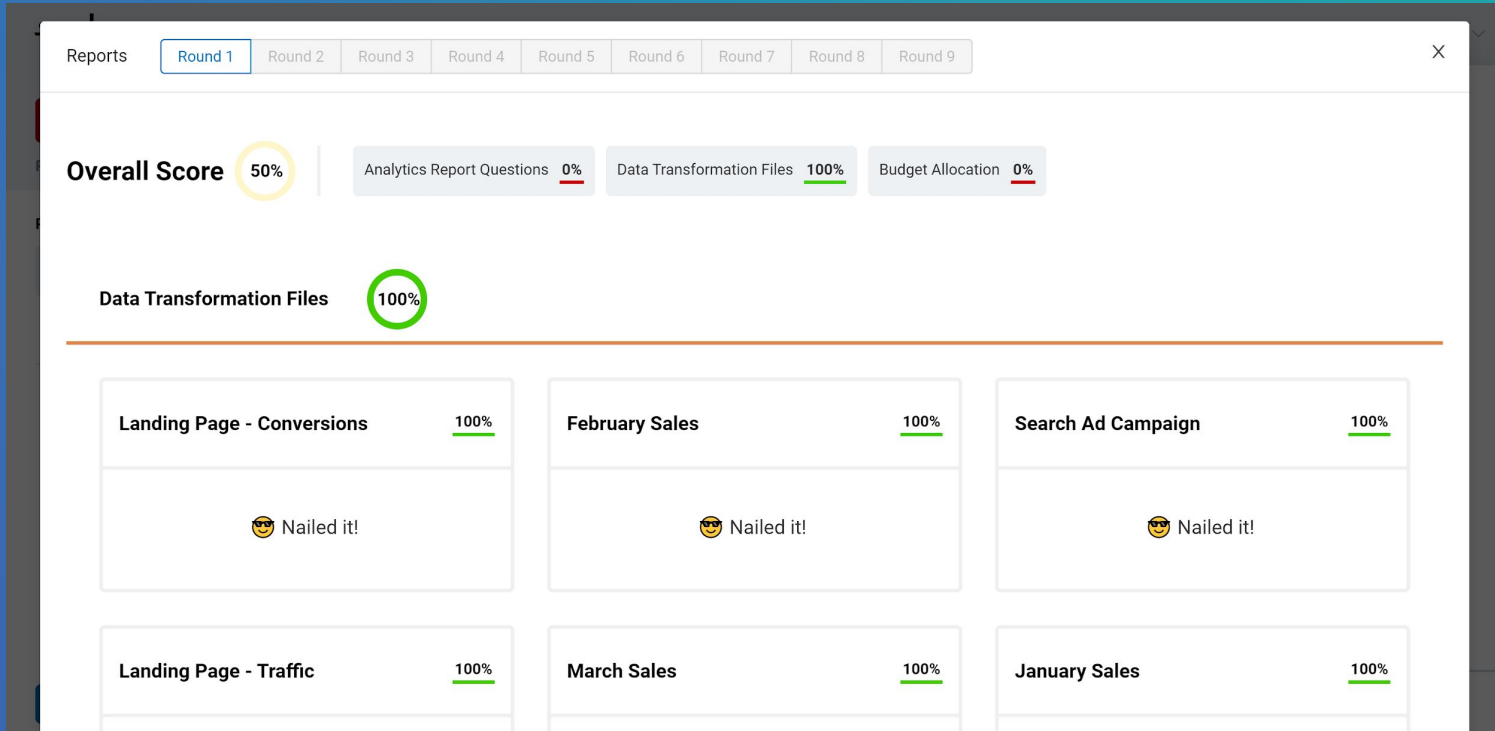
Budget Allocation

REMAINING \$3,500.00

Personas	Amount
Back-to-School Mindy	3000
Up-and-Comer Raj	500
Seaside Sally	1500
Energetic Jill	1500

Back Run Simulation

Auto Graded Data Uploads



Student Tutorials

Results Progress

Round 1 — Basic Data Transformation

BUDGET
\$10,000
BALANCE
\$10,000

Topics / Modules

☐ Introduction
☐ Scenario
☒ Objectives
☐ Landing Page
☐ Sales

Run Simulation

Objectives

You've been given access to three

- Web data
- Sales data
- Search ad campaign data

You can access these datasets and explore them in the data tool. Open the CSV files in Microsoft Excel or Google Sheets.

Your first task is to *clean* the data.

*If you need help using formulas, watch the video below.

Let's Review the Process

Back
Continue

Guides

Data cleaning deals with outliers, impossible values, and incorrect values.

Outliers

Data cleaning includes identifying outliers in the data. Outliers are data values outside the range of typical values. For example, think of a database that includes the number of customer purchases. If the dataset shows that most customers made between one and 10 purchases, except one customer made 37 purchases, it may be wise to clear the value that is out of the ordinary.

For help using formulas to identify outliers, watch the following Excel tutorial videos.

Quartile

The Excel spreadsheet displays a list of items, quantities, and dates. The data is organized into columns: Item, Quantity, and Date. The items listed include various bags and pouches, such as 'Orange leather pouch', 'White tote with a blue', 'White backpack with', 'Pink tote with blue', 'Blue rolling travel bag', 'Heather grey pouch', 'White and pink striped', 'Orange leather pouch', 'Orange leather pouch', 'Heather grey pouch with black polka dots', 'Heather grey pouch with black polka dots', 'Black rolling travel bag', 'Blue rolling travel bag', and 'Heather grey messenger bag'. The quantities range from 1 to 37, and the dates are from 01/06/2019 to 01/26/2019. A blue play button is overlaid on the spreadsheet, indicating a video tutorial.

Instructor View

#ProfCon20

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Home

Instructor


Student Work












MIMIC

analytics


Student Work

Overall Scores

Search Students 

Name 	A/B Testing L...	A/B Testing L...	A/B Testing L...	A/B Testing L...	You've compl...
One, Player	66% 	77% 	—	—	—
Yost, Scott	—	—	—	—	—
Johnson, Bryce	81% 	90% 	92% 	91% 	—
Bolingbroke, Adam	87% 	81% 	80% 	90% 	—

Reset Course





Instructor Resources



[Mimic Analytics Instructor Guide](#)

[Mimic Analytics Instructor Answer Key](#)

[Mimic Analytics Objectives, Questions
and Budget Allocations](#)

[Mimic Analytics Tutorial Videos](#)

[7 Tips to Succeed in Mimic Analytics
Blog Post](#)



Thank you!

You can get free instructor access to *Mimic Analytics* here:

<https://www.stukent.com/higher-ed/mimic-analytics-simulation/>

