

**The Power of Analytics Conference -
MS in Business Analytics Capstone Project Showcase**
Saturday, August 2, 2025
Singelyn Graduate School of Business
Cal Poly Pomona

Brief Agenda

8:00-8:50 a.m.

Breakfast and check in
Location: Bldg. 163-RM 1029

8:50-9:00 a.m.

Welcome speech – Dean Krishnamurthy
Location: Bldg. 163-RM 1029

9:50-10:30 a.m.

Track A1-Artificial Intelligence Business Applications I
Location: Bldg. 163-RM 1029
Track B1-Improving Business Performance with Data I
Location: Bldg. 163-RM 1015

10:30-11:00 a.m.

Coffee Break & Networking
Location: Bldg. 163-RM 1029

11:00 a.m.-12:30 p.m.

Track A2-Artificial Intelligence Business Applications II
Location: Bldg. 163-RM 1029
Track B2-Improving Business Performance with Data II
Location: Bldg. 163-RM 1015

12:30-1:30 p.m.

Participants Lunch Break & Networking
Location: Bldg. 163-RM 1029
Judge Panel Lunch Break
Location: Bldg. 163-RM 1029

1:30-2:00 p.m.

Awards & Networking
Location: Bldg. 163-RM 1029

2:00-2:10 p.m.

Concluding Remarks – Dr. Yuanjie He, MSBA Program Co-Director

2:15 p.m.

Event Conclusion

Extended Agenda

Track A1: Artificial Intelligence Business Applications I

9:00-10:30 a.m.

Location: Bldg. 163-RM 1029

9:00-9:30 a.m.

AI-Driven Improvements in Patient-Doctor Communication for Remote Consultations (S1)

9:30-10:00 a.m.

Enhancing Live Chat Sales Closing Tactics in Business-to-Consumer Negotiations (S2)

10:00-10:30 a.m.

Enhancing Airbnb Customer Experience and Operations Using ML and Generative AI (S3)

Track A2: Artificial Intelligence Business Applications II

11:00 a.m.-12:30 p.m.

Location: Bldg. 163-RM 1029

11:00-11:30 a.m.

Solarscope: Advanced Analytics for Community-Focused Solar Energy Development (S4)

11:30 a.m.-12:00 p.m.

Financial News Sentiment Analysis Using AI (S5)

12:00-12:30 p.m.

E-Commerce Analytics: Enhancing Customer Satisfaction and Operational Efficiency through Advanced Analytics (S6)

Track B1: Improving Business Performance with Data I

9:00-10:30 a.m.

Location: Bldg. 163-Rm 1015

9:00-9:30 a.m.

How Minority-Owned Businesses on Yelp Stay Visible and Strong (S7)

9:30-10:00 a.m.

Critical Analysis of SMOTE in Bankruptcy Prediction (S8)

10:00-10:30 a.m.

Comparative Industry Analysis of IT and R&D Spending and Its Impact on Firm Profitability (S9)

Track B2: Improving Business Performance with Data II

11:00 a.m.-12:30 p.m.

Location: Bldg. 163-Rm 1015

11:00-11:30 a.m.**Workflow Optimization and Digital Modernization: A Strategic Analysis for Atlas Testing Laboratories, Inc. (S10)****11:30 a.m.-12:00 p.m.****Mapping Risk and Public Sentiment: Business Insights from Reddit During the Israel-Palestine Conflict (S11)****12:30 p.m.-1:30 p.m.**

Participants Lunch Break & Networking

Location: Bldg. 163-RM 1029

Judge Panel Lunch Break

Location: Bldg. 163- RM 1029

1:30-2:00 p.m.

Awards & Networking

Location: Bldg. 163-RM 1029

2:00-2:10 p.m.

Concluding Remarks – Dr. Yuanjie He, MSBA Program Co-Director

2:15 p.m.

Event Conclusion