

By Muhammad Bilal Alli

Project Aims:

This multiphase project aims to design products that gives science students the skills to transition to jobs in Data Analysis and Big Data; and to promote DCU as a Centre of Excellence and as a university of Enterprise though Corporate collaboration.

Progress to Date:

This project has received a sponsorship from Mathworks, a large multinational corporation at the cutting edge of STEM (Science, Technology, Engineering and Math education).

The university will be promoted online alongside the product on the Mathworks website with such peer Institutions/Facilities as Yale University, Massachusetts Institute of Technology and Fermi National Accelerator Laboratory.

On the topic of University promotion Muhammad Alli has also been added to a list of approved speakers by Mathworks to speak at University and Industry events to further show DCU as a major international Influencer, solidifying the beginnings of a mutually beneficial relationship between DCU and an Industry sponsor.

Product Distribution:

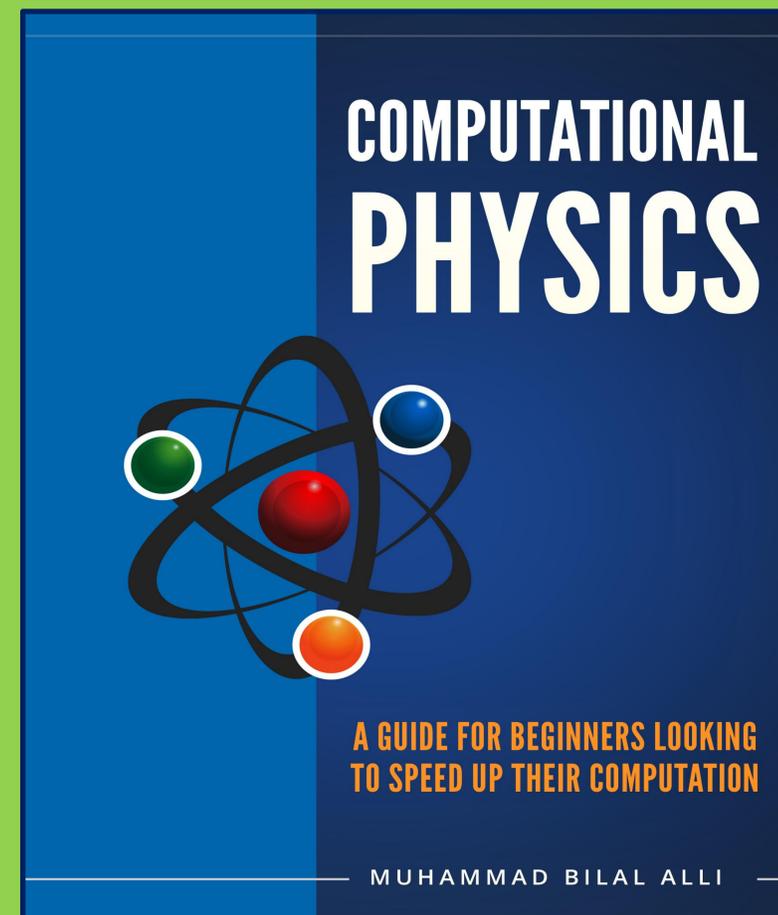
The first book will be released on the Amazon Kindle digital distribution service, available to all regions.

Price Point Selection:

This is a niche product aimed at a small market. Competing products are priced quite high within the university textbook range of approximately €50-€150 varying region to region.

The gambit that will be undertaken is to price this product higher than its competition, this will hinge on the Chivas Regal effect.

This effect is a *Consumers Psychological Perception* that a product with a higher price is of higher quality and therefore the better purchasing decision in this instance.



Acknowledgements:

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