LESSONS FOR BUSINESS ANALYTICS STUDENTS FROM MEDIA COVERAGE OF MATHEMATICAL MODELS

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ABSTRACT

An important skill for Business Analytics students is the ability to communicate complex mathematical models clearly to a non-technical audience. In this project, we examine the coverage of mathematical models in the media, including models of climate change, Covid transmission, and tax policy. We demonstrate classroom exercises based on the media articles for helping students develop best practices. We also examine the comment sections where readers post responses. These comments give insights into the types of questions that audiences commonly have about models and which the conscientious business analyst should anticipate when creating their own reports and presentations.