



Week 15: *Final Presentations*

 EMSE 6035: Marketing Analytics for Design Decisions

 John Paul Helveston

 December 11, 2024

OptiSync: AI-Powered Smartphone Optimization

by Chaitanya Aggarwal, Deepansh Sharma, Chinmay Wayal,
and Vishnu Gujula

Health Tracker Device

by Abdul Jaleel Marga, Ben Yimaj, Jade Haneef, and
Katherine Sequera Dominguez

Helix analytics

by Mehul Bhatt, Nisha Chauhan, and Aman Vazirani

Mobile AI Functionality

by Taekwon Choi, Stephen Hilton, Bryce Huffman,
Vidyullatha KS, and Faizan Mufti

Scootistic DC

by Lola Nurullaeva, Sachi Nandurkar, Shubham Patil,
Dhanyasri Bolla, and Harshal Dinesh Soni

Team Water Bottle: A Report on Water Bottle Design Attributes and Their Market Implications

by Ben Buechner, Max Feng, Daniel Fisher, and Parker
Reese

Fill out course evals: <https://gwu.smartevals.com/>

(please be specific!)

