



SYSTEM DESIGN

IE477 - IE 478

Course Coordinators: Dr. Savaş Dayanık
Dr. Nesim K. Erkip
Dr. Emre Uzun

FoE UIC Coordinator: Yeşim Gülseren

Teaching Assistants: Sena Aslı Bozkurt
Kaan Çakıroğlu
Defne Tan

April 16, 2025



Outline

- IE478 Remaining Requirements and Dates
 - Last event: Project Fair
- Feedback



Remaining Requirements

- Booklet report (April 22)
 - Final report (Draft April 29, Final May 13)
 - One-page PowerPoint slide - a project summary (May 5)
 - Poster for fair (Draft May 5, Final May 14, twelve pre-qualified groups)
 - Submission of the deliverables (company and Bluesky, May 13)
 - Peer evaluation forms (May 13)
 - Fourth CC Meetings (May ?? and ??, eight finalists ann. May ??)
 - Project Fair (May 30, eight finalist rehearsal May 29)
 - Meetings with companies (your own schedule)
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Remaining Requirements

- April 22
 - booklet report
 - April 29
 - final report draft
 - May 5
 - one-page PowerPoint slide
 - poster draft
 - May 13
 - final report
 - deliverables (company / Bluesky)
 - peer evaluation forms
 - May 14
 - twelve pre-qualified groups
 - poster final
 - May 24 (tentative)
 - fourth CC Meetings,
 - eight finalists announced
 - May 29
 - Project fair rehearsal of eight finalists
 - May 30
 - Project Fair
 - June XX
 - Meetings with companies (schedule yourselves)
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April 22 Booklet Report

- By the time the booklet is in print
 - Projects will be over
 - Do not describe any future work in the booklet report.
 - Do not use future tense for the jobs planned and to be completed before semester is over.
- If received Tübitak support,
 - do not forget to acknowledge the award
 - CPs will be informed about the format of acknowledgment section.



April 29 – May 13 Final report

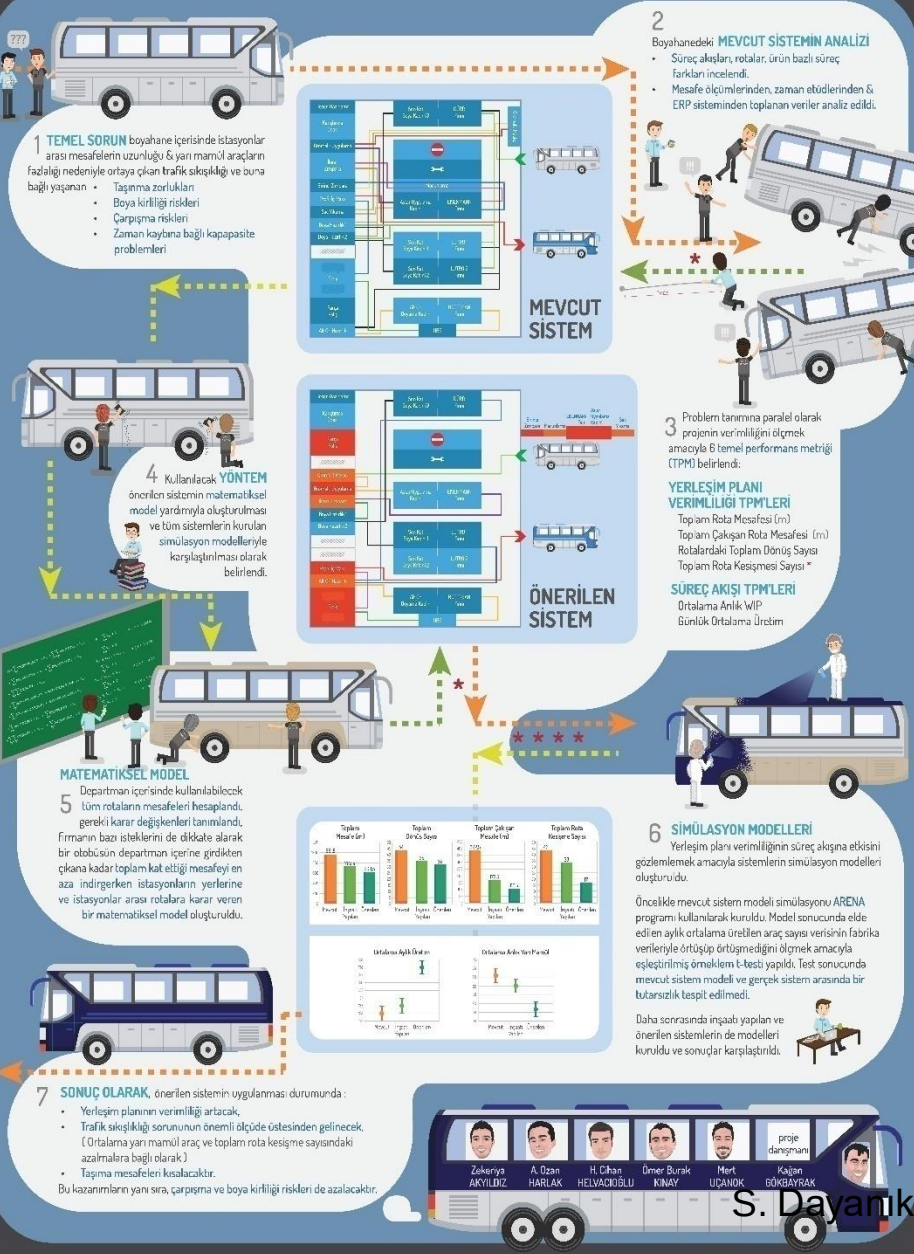
- Titles, subtitles
 - not generic
 - descriptive of the content of the following section
 - Use figures and tables
 - Appendix
 - Start with a brief description of its content
 - Carry lonely figures and table to the main text
 - Synthesis
 - Whole experience, lessons drawn, possible extensions
 - Acknowledge Tübitak if received support
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May 5 Poster

In Turkish

- Draft Submission: May 5
- Feedback: On or about May 9
- Final Submission: May 14



Mağaza İçi Teşhir Yönetimine Yardımcı Karar Destek Sistemi

Yardımcı

Ali Bozkurt
Elife Bulut
Merve Büyükbaş
Nilgün Dönmez
Yağmur Güven
Sertuğ Kostik



TepeHome

Problem Tanımı ve Amaç

Tepe Home mağazalarının ürün sergileme süreçlerinin belirli bir standart çerçevesinde gerçekleştirilmesi ve bu durumdan kaynaklanan mağaza içi komplikasyonlar-Kararsız yerleşim örnekleri

Tepe Home mağazalarının aksesuar koleksiyonunun sergilenişine yardımcı olacak bir karar destek sistemi tasarlanarak müşteri dikkatini yüksek tutmak ve satışlarda artış yakalamak



Önerilen Süreç



Önerilen Matematiksel Model



Sonuç

Raf 1	Çay bardağı	Su bardağı	Amerikan servisi
Raf 3	Sampir masın	Mutfak	Tart masın
Raf 4	Kupa	Kilim ayacı	Dekoratif obje 1
		Dekoratif obje 2	Elifan aksesuarı
		Sabunluk	Banyo kovağı



May 10 Powerpoint Slide

- To be shown on screen during the project fair
 - In Turkish
 - One page project summary
 - Bilkent, **approved** company logo, project title
 - Group photo
 - Use template on the course web page
 - **Do not modify the template**
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Algida Önerilen Ürün Portföyü Optimizasyonu



Proje Grubu

Eda Coşkun, Kerem Fidan, İpek Han, Ali Egemen Özdek,
Pelin Nur Özgür, Nilsu Gül Sözer, Okan Yıldız

Unilever Türkiye

Bu projede derin sinir öğrenmesine dayalı ürün yelpazesi tahminleme modeli geliştirilmiştir. Model her bir satış noktası için, önerilen ürün yelpazesi ile satışı maksimize ederken dengeli ürün dağılımı sağlamaktadır.

Şirket Danışmanı

Berkay Çomak

Akademik Danışman

Dr. Öğr. Üyesi Taghi
Khaniyev



May 17 Deliverables

- To the company
 - Decision support system
 - installed
 - activated
 - ready to be used
 - Supporting documents
 - final project report
 - user manual (kullanım kılavuzu)
 - To Bluesky link to be sent in a zip file
 - *The IAs will evaluate in an electronic form.*
-



Fourth CC Meeting

5 minute presentation: an executive summary

1. problem definition
 2. approach / short model description
 - intuition
 - capabilities
 - limitations
 3. emphasize
 - benefit of the project to the company
 - use numbers
 - most effective if presented on the last slide
-



Fourth CC Meeting

- All presentations **in Turkish** and **live**
- 12 groups pre-qualified — (to be announced **May 14**)
May ?? between ??:00 – ??:00
- Remaining groups
May ?? between ??:00 – ??:00

Reserve a time slot via link to be shared

Upload presentations one day before meeting – no videos



Project Fair Timeline

- Project Booklet (April 22)
- Project Poster / PPT Slide (May 5 / May 14)
- Finalists announced (May ??)
- Finalist group rehearsals (May 29, Odeon)
 - one 20-30 minute free rehearsal per group
 - expect the rehearsal to be any time that day.
- Project Fair and Competition (May 30, Odeon)



May 30 Project Fair

- The whole afternoon
 - All students must be present
 - must have registered ticket system by now
 - regardless of whether you are a finalist
 - grades for IE478 to be submitted June
 - All groups present posters, guest Q&A
 - Competitions
 - Best Project – 8 groups – independent jury
 - Best Presentation – 8 groups – all guests
 - Best Poster – 15 groups – all guests
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Project Fair and Competition



Project Fair and Competiton





Meeting w/ Company Officials

- Additional presentation after the submission of the deliverables
- Professionalism
- Enhance reputation of IE, Bilkent and future
- Good impression pays back
- Very likely to meet your IA and collaborators and become colleagues
- You are close to be a part as **alumni**



Feedback on 3rd CC Presentations

- Complete validation and benchmarking
- Complete pilot study, report dates and outcome
- Mention company reaction to your findings
- Deliverables: developed...
 - not user interface - but a decision support system
 - not Python/R algorithm - but an algorithm and implemented in Python/R
- User interface: add company and Bilkent logos
- Presentations: do not overload / do not read



Final Presentation Recap

5 minute executive summary of your project

- Clear and concise problem definition
- Approach
- Deliverables
- Pilot study results
- Last slide: benefits (expressed in numeric measures)

In present tense (project over, impact lasting)



Effective Presentations

- practice
 - **without** printed notes
 - **without** turning back to screen (slides visible on front monitor on stage -- small – cannot read)
 - present vital parts - time is limited
 - only slides you want your audience to see
 - **draw attention of audience**
 - use animations and colors | font size/color readable
 - zoom in / out tables and figures
 - **memorable last slide: striking but realistic benefit figures**
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Effective Presentations

Examples of Good Presentations

- inspect [pptx on the course web page](#) and
- watch on [youtube](#)



Good Luck