



# SYSTEM DESIGN

## IE477 - IE 478

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Defne Tan

April 16, 2025

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# Outline

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



# Remaining Requirements

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- 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

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- 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

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- 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

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- 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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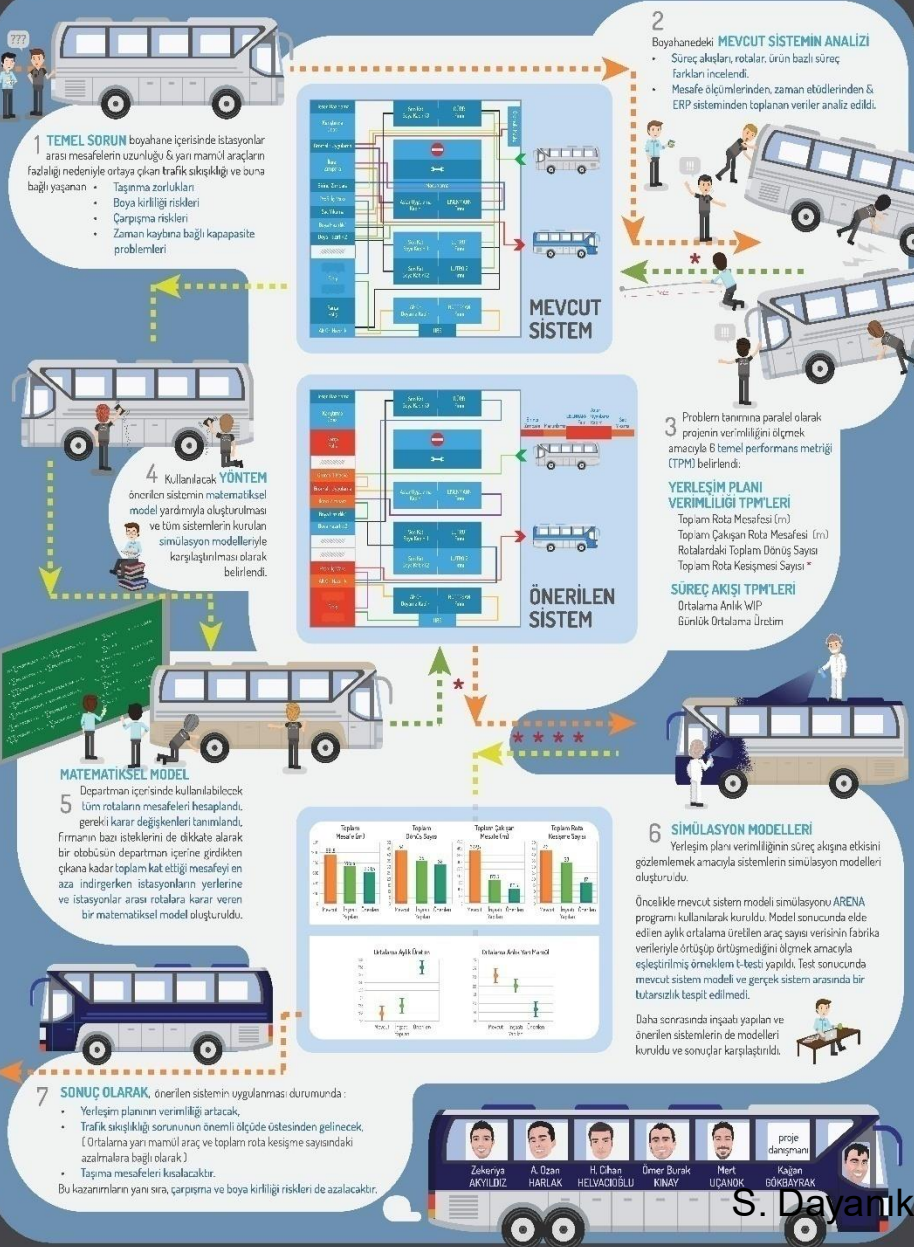


# May 5 Poster

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## 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	Sampanya	Mürekkep	Tartı makası
Raf 4	Kupa	Kilim ayacı	Dekoratif obje 1
		Dekoratif obje 2	Elifan aksesuarı
		Sabunluk	Banyo kovağı





# May 10 Powerpoint Slide

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- 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 13 Deliverables

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- 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.*
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# Fourth CC Meeting

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**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
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# Fourth CC Meeting

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- 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

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# Project Fair Timeline

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- 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

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- 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

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# Project Fair and Competiton





# Meeting w/ Company Officials

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- 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

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- 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

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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)

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# Effective Presentations

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- 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

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## Examples of Good Presentations

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



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# Good Luck