Corporate Projects

Overview
The MS-Business Analytics (MSBA) program provides an educational experience that combines a number of University resources in addressing the study, research, and application of analytics. The program emphasizes experiential learning through practical and applied training on analytics projects. Each semester all students are required to be engaged in analytics projects with corporate or non-profit organizations. These experiential projects involve actual field data for examination, prediction, and implementation. The analytics projects may be fulfilled in student project teams or as an individual project-based internship.

We seek to collaborate with companies in defining prospective projects where organizations could benefit from the contributions of graduate business analytics students. The MSBA analytics projects concentrate on real-world live business analytics projects to provide insights to the participating companies. The business analytics projects could be related to many areas of business where large volumes of data are available with a key business question to be solved or needing insight. Collaborative, team-based cohort approach that fosters working relationships with high-caliber professionals.

How, When and Where
- MSBA analytics take place within a semester, roughly about a 10-12 week period of time.
- Each project has a faculty advisor who mentors the team of 2-4 students on project management and methodology.
- Projects have a phased approach that include project planning with the MSBA administration, project definition and description by company, project kick-off with students, the launch with data exchange, and presentations on methodology, analysis, preliminary results, culminating in a final presentation of results and recommendations.
- Semester Delivery Format: In the spring, one company is selected as the premier focus for the semester for all students as a cohort to participate in. During the summer/fall, up to 10 company projects are selected so that each student team has a different project focus. Note: in the summer, students may also opt to do a internship instead.

Company Commitment
- Defining the project and development a statement of the business question and deliverables to be addressed with MSBA administration prior to semester start.
- Access to an executive and team that will engage with the students in frequent meetings (once a week) throughout the project. Access to the large scale data for the project.

Past Project Themes
- Automotive: Customer service response
- Financial Services: Product selection behavior
- Retail: Purchase behavior, loyalty programs, pricing
- Manufacturing: Route optimization, sales allocation analysis
- Insurance: Policyholder behavior, segmentation analysis
- Energy/Chemical: Customer retention, employee satisfaction
- Non-profit: Donor behavior and response strategy development, fraud, risk analysis