Center for Business Analytics, Milgard School of Business, UW Tacoma

MASTER OF SCIENCE BUSINESS ANALYTICS PROGRAM
APPLIED PROJECT PROPOSAL 2024/25

Proposal day: May 20, 2024

Organization: Service Corporation

Who will be the day-to-day contact from your firm (name, position, phone and e-mail)?
Name & Title: Bart Simpson, Director of Marketing, AIM Suite
Phone: 1-253-555-4213
Email: BartS@service.com
Address: 1234 Main Street, Tacoma WA 98402

Who will be the project's executive sponsor (name, position, phone and e-mail)?
Name & Title: John Doe, Chief Marketing Officer
Phone: 1-253-555-4213
Email: JohnD@service.com

We are proud to announce that this is the **sixth year** of our MSBA program at UW Tacoma.

The companies and organizations that we have with worked with over the past five years include…

Academic Year 23-24, two cohorts of 52 MSBA student consultants worked on 10 projects with the following organizations: *Communities in Schools of Tacoma, Currie & Brown, MulitCare Health System, Radius Recycling, Sound Credit Union, Toysmith, UW Tacoma, Virginia Mason Franciscan Health, and Westwood Shipping Lines,Schnitzer Steel*

Academic Year 22-23, two cohort of 44 MSBA student consultants worked on 11 projects with the following organizations: *Common Spirit Health, Virginia Mason Franciscan Health, Hey Kiddo, MultiCare Health System, PropertyScout.io, Schnitzer Steel, Sound Credit Union, South Sound Military Communities Partnerships (SSMCP), Tacoma Power, UW Tacoma, and Westwood Shipping Lines*

Academic Year 21-22, one cohort of MSBA student consultants worked on 8 projects with the following organizations: *Virginia Mason Franciscan Health, City of Puyallup, Give Inkind, Hey Kiddo, UW Tacoma, Sound Credit Union and Common Spirit Health*

Academic Year 20-21, two cohorts of 73 MSBA student consultants are working on 14 projects with 14 different organizations including *CHI Franciscan, Greentrike, City of Lynnwood, City of Tacoma, Washington State Department of Natural Resources, Sound Credit Union, Metropolitan Appliance, City of Tacoma Fire Department, Schnitzer Steel, South Tacoma Auto, University of Washington Tacoma, Communities in Schools of Tacoma, City of Puyallup and the Korean Women's Association.*

Academic Year 19-20, two cohorts of 76 MSBA student consultants completed 18 projects with 18 different companies including *CHI Franciscan, Communities in Schools of Tacoma, Costco Whole Sale, Delta Air Lines INC., Harbor Wholesale Foods, Inc., IBM, Metropolitan Appliance, MultiCare Health System, Naval Undersea Warfare Center (NUWC) Division, Keyport, Point Defiance Zoo, Providence St Joseph Health, Sound Credit Union, South Sound Military & Communities Partnership, Stellar Industrial Supply, Tacoma Power, Tacoma Public Schools, TCS World Travel, Washington State Department of Natural Resources*

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Academic Year 18-19, one cohort of 33 MSBA student consultants completed 8 projects with 6 companies including *CHI Franciscan, City of Tacoma, Columbia Bank, Harbor Wholesale Foods, Inc., Metro Parks Tacoma, Microsoft*

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Please provide as much information possible

Academic Year 17-18, one cohort of 32 MSBA student consultants completed 9 projects with 8 companies including *Metro Parks, Data Central, Delta Analytics, CHI Franciscan Health, Stellar Industrial, SSMCP, Turnover Intelligence, Boeing*

Our graduate students and faculty mentors are committed to deliver creativity, fresh insights and applied innovative approaches towards delivering tangible business outcomes to their assigned partner organizations over the course of their 12 month MSBA education.

While we expect that our partner organizations will provide reimbursement for nominal out-of-pocket student expenses (e.g., mileage, tolls etc. for project-related travel) we do not charge an up-front project fee to our partners for our students to work on these projects. Rather, we believe in a fair compensation model whereby our partner organizations define what they would be willing and able to contribute to the Milgard Center for Business Analytics for a successful project outcome at the end of the project. If your organization is unable to provide compensation for an applied project this year, please select the pro bono option below.

If the project deliverable and experience meet your expectations at the end of the project in May 2023, what amount would your organization be willing to contribute to the University of Washington Tacoma Milgard Center for Business Analytics to support future analytics projects, research and education in our community?

___pro bono

___$5,000

___$10,000

X_ $15,000

___Other: $_____

Please note that contributions at the $15,000 level and above will be recognized with access to our graduating MSBA students and alumni that are seeking internships and full-time employment in the region. We will provide to the organization a resume packet and an invitation to meet our MSBA graduates and alumni in June 2023 during an in-person networking event at UW Tacoma.

Note: UW Tacoma assesses an additional 5-10% overhead fee depending on the type of funding model used to support the Milgard Center for Business Analytics (Gift = 5% / Academic Educational Support = 10%). Please contact Michael Helser at helsem@uw.edu if you have questions about overhead fees and what funding model works best for your organization.

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Please provide as much information possible

Tentative project name: Aim Traffic/Digital Advertising

Brief background information about your organization
Service Corp, recently introduced its Service Corp,AIM Suite service to collect demographic metrics in digital signage networks, including proof-of-play, proof-of-impression, gender and age group data to measure advertising campaign effectiveness. Service Corp, is now planning to develop and launch a sister service to collect Traffic metrics in Retail environments. The proposed project will help develop the overall business plan and go-to-market strategy for this new Service Corp, service product to be launched 2H of 2023.

Statement of Purpose and Brief Scope (brief background, problem, challenge, or opportunity to be addressed by the project)
The ability to anonymously and privately determine the total number of shoppers in the store (or aisle) by time of day from the overhead DSS cameras. The software would be able to determine queue size and average customer wait time by time of day. The software would be able to determine the most visited (and least visited) parts of the zones being monitored. There is a big opportunity to utilize this solution at retail stores to increase sales.

Why the project is important to your company/organization?
For store owners to correlate traffic data with Point of Sale information to better understand visitor to buyer conversion. For advertising to monitor the impact of promotional activities based on the in-store traffic patterns. For store management to forecast the number of required sales associates by time of day and enable a real-time alert based on queue size/wait times to improve customer service.

What you hope to gain from an MSBA team? (What would you like to find out or have accomplished; what is the desired deliverable?)
Business model and strategic plan to apply these solutions at retail stores.
Sample models
Prototype digital solution
A blueprint report out consisting of competitive analysis, potential business/financial models and recommendation for next steps to build the business

What are some key tasks the students will perform to complete the project?
Student team and company contact will develop a Statement of Work/Project Charter
Student team will create a project plan
Student team will need to perform research to review the market needs and competition
Review the data, and provide sample models (e.g. Descriptive, predictive, prescriptive, cognitive/machine learning, visualization/storytelling, core analytical, statistical and computational techniques, regression and related statistical methods, data and text mining and cognitive analytics, and operations research methods)
Provide a list of business processes that will be impacted with this solution (organizational impact)
How to apply to our business?

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Please provide as much information possible

We will provide a copy of software: AIM Suite
Sample data set
A subject matter expert from our company
Small amount of funding to cover students' out of pocket expenses

Any risks or assumptions that may be relevant to the project
Billing/Payment infrastructure for Service offerings is weak
Sales Person incentive to sell Services is non-existent
Assume the project would take advantage of Service Corp, Architecture and Service Corp, AIM Suite

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WE ARE ONLY CONSIDERING SELECT ORGANIZATIONS FOR PARTICIPATION WHO AGREE TO
- identify a focus for a project of major interest to you
- make sure students have access to the people and internal information they need to do the project
- identify an executive sponsor for the project
- assign a key associate to act as project coordinator and be readily accessible to the students
- reimburse the student teams for out-of-pocket expenses
- use UW_INDUSTRY PROJECT AGREEMENT