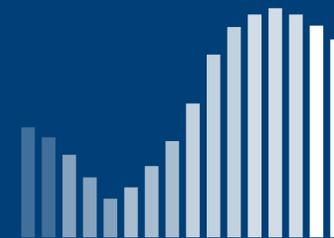




Wharton Analytics Fellows

Program Overview



Wharton Analytics
Fellows

Wharton Analytics Fellows Overview

The Wharton Analytics Fellows program unites Wharton MBAs, graduate students, undergraduates, and faculty members in pursuit of a common goal: tackling our client's most complex challenges using the power of analytics

Our Mission

By partnering with Wharton's faculty and academic initiatives, we empower our consultants to solve real-world business challenges using analytical innovations

Our Clients

We have gained valuable project experience in a variety of different industries while serving corporate and non-profit clients around the globe

Program Features

- **Selective Application Process** – Applicants are screened by Wharton Analytics Fellows leadership and Wharton faculty
- **Deep Analytical Training** – Teams receive WCAI-sponsored training in SQL, R, Python, Tableau, and/or other technologies
- **Hypothesis-Driven Approach** – Tightly-knit teams are led by experienced MBAs and/or trained consultants to expedite the analysis process and quickly identify actionable insights

Value Proposition

- **Uncover analytical insights** using existing data resources
- **Crowdsource** and **pilot analytical initiatives** at no cost
- Access to **top-tier analytics expertise** through the WCAI
- Build **strong relationships** with Wharton **students** and **faculty**
- Test **work product** of **potential recruits** in a low-risk environment

Current Partnerships



The image displays three logos side-by-side. On the left is the Baker Retailing Center logo, featuring a stylized 'B' made of red and blue squares. In the middle is the Wharton Customer Analytics Initiative logo, which includes a grid of red and blue dots and the text 'WHARTON CUSTOMER ANALYTICS INITIATIVE'. On the right is the Wharton University of Pennsylvania People Analytics logo, featuring the Wharton crest and the text 'Wharton UNIVERSITY of PENNSYLVANIA PEOPLE ANALYTICS'.

Select Project Experience

- **Predictive analytics** for the San Francisco Giants
- **Sovereign default prediction model** for Citi Ventures
- **Micro-market segmentation** for Burlington
- **Employee engagement analysis** for L'Oréal
- **Player behavior predictions** for EA Games
- **People analytics** for the SEC

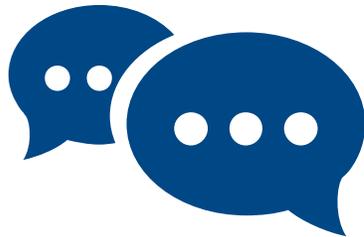
Our Approach

We believe there is no “one-size-fits-all” approach to analytics; we tailor our people, processes, and technologies to match the specific challenge at hand

Key Activities

1

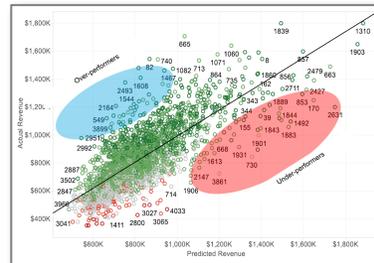
Define Hypotheses &
Gather Resources
(1 week)



- Engagement Leads (ELs) connect with stakeholders to **identify objectives**, **explore data resources**, and **develop hypotheses**
- ELs **synthesize inputs** and **develop project plan** before **assigning task ownership** to team members

2

Develop Models &
Validate Findings
(4-6 weeks)



- Teams leverage analytical tools to **rapidly test hypotheses**
- **Findings, knowledge gaps**, and **requests** for additional information are **shared with point-of-contact** on an as-needed basis
- Models are **reviewed with faculty** and **PhDs** to **unlock hidden insights**

3

Summarize Insights &
Present Recommendations
(1 week)



- Teams **highlight key insights and quick-win opportunities** in a final deliverable
- Special emphasis is placed on **actionable next steps** that will enable clients to **immediately capture value** using the team’s findings
- **ELs present deliverable** to stakeholders over WebEx / conference call

Getting Started with the Wharton Analytics Fellows

We look forward to working with you during the upcoming semester. To ensure that we will be able to deliver quality, actionable insights in a relatively short period of time, we ask for three commitments from our clients:



Lend us **1-2 hours at the front and back-end** of every engagement to
a) define hypotheses and b) present final insights and recommendations



Provide a **usable dataset and/or database connection** as well as any required **compliance documentation** (e.g., non-disclosure agreements)



Identify a **key point of contact** that can **answer questions** and **validate findings** during the engagement (dependent on availability)

To get started, email us at whartonanalyticsfellows@wharton.upenn.edu with a description of the problem you're interested in solving; **we will follow-up with you within 24 hours**. Thank you for your time, and we will hope to connect with you soon!