



**Wharton**  
UNIVERSITY of PENNSYLVANIA

**CUSTOMER ANALYTICS**  
Initiative

# Partnership Program

*Thought Leadership and Applied Insights*

*Recognition and Visibility*

*Student Education and Recruitment*

2018-2019 Academic Year

# WCAI PARTNERSHIPS



Wharton  
UNIVERSITY OF PENNSYLVANIA

CUSTOMER ANALYTICS  
Initiative

*Corporations and Students Learning by Doing Analytics*

The WCAI Partnership programs offers organizations the opportunity to benefit from relationships with Wharton faculty and students and leading edge companies. Partners are invited to select the option that best meets their business intelligence needs.

## CORPORATE PARTNER

*Partners can choose from one of the following customized engagements.*

Participate in Student Projects

Provide Data for Wharton Coursework

Co-host an Event with WCAI

## RESEARCH & CORPORATE PARTNER

*Includes all corporate partner benefits.*

Crowdsource Academic Researchers from Around the World

Participate in a 9-12 Month Research Project

Predictive Statistical Models Created from your Data

Uses your Data to Solve your Business Problems

## ADDITIONAL BENEFITS

As a partner, you will also enjoy the following and more:

- Invitation, discounted rates and promotional opportunity at the WCAI Annual Conference
- Attend the WCAI Corporate Partner Meeting
- Discuss data challenges, goals and interest with prominent WCAI leadership team
- Brand recognition and visibility on the WCAI website, the Wharton Partnership website and in Wharton Magazine
- Connect with Wharton MBA Career Management and Penn Career Services
- Recruitment of Penn and Wharton students
- Opportunity to speak at student or industry facing WCAI events

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## ABOUT WCAI

The Wharton Customer Analytics Initiative (WCAI) is the world's preeminent academic research center focusing on the development and application of customer analytics methods.

## CORPORATE PARTNERS

*(Partial listing)*

- Bazaarvoice
- Critical Mass
- Electronic Arts
- Equifax
- GM
- Hertz
- Hershey's
- M Booth
- PG&E
- Reed Smith
- Sirius XM
- StubHub
- Symantec
- Teradata
- Two Six Capital
- Urban Outfitters
- USAA

"Working with the WCAI data team was remarkably easy." - Yassine El Ouarzazi, MARS

"We were thrilled with the proposals we received through WCAI." - Timo Petermichl, HERTZ CORP.

"The WCAI webinar was excellent." - Zach Anderson, ELECTRONIC ARTS

### **COST**

*Partnerships are over a two-year period and are a tax deductible gift to the University of Pennsylvania.*

<b>CORPORATE PARTNER</b>	<b>RESEARCH &amp; CORPORATE PARTNER</b>
\$50,000 / 2 Years	\$150,000 / 2 Years

**BECOME A PARTNER TODAY!**

215.746.4160 or [wcai-mail@wharton.upenn.edu](mailto:wcai-mail@wharton.upenn.edu)

# CORPORATE PARTNERS



*Corporations and Students Learning by Doing Analytics*

The Wharton Customer Analytics Initiative's corporate partners are provided exclusive access to one or more of the following student projects, Wharton courses and events.

## STUDENT PROJECTS

*Students apply their analytics knowledge to solve your business problems using your data.*

Data Hackathon - Student teams compete in a data science competition using your data

Analytics Accelerator - Student teams work alongside a Wharton faculty mentor in an intensive project

Analytics Fellows Project - Student teams work on a project for your company with WCAI support

Student Research Project - An individual student or a team of students will use your company data as a part of a tailored research project

## WHARTON COURSES

*Company data used as a part of a course assignment. A representative(s) would be invited to speak or hear students present.*

Wharton Undergraduate & MBA Analytics Course

Wharton Undergraduate Capstone Course

Executive Education Customer Analytics Course

WCAI Data Workshops

## EVENTS

Co-Host an Event with WCAI - Companies are invited to co-host an analytics focused event with WCAI.

## OTHER

Let's Discuss - WCAI would like to hear your ideas on how your company would like to engage with Wharton faculty and students.

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## CORPORATE PARTNER MATRIX

PROJECT	LENGTH of PROJECT	STUDENT TYPE	COURSE CREDIT	FACULTY MENTOR	TERM	STUDENTS
Wharton Undergraduate or MBA Course	12 weeks	UG, MBA	For Credit	Yes	Fall/Spring	Approx. 25 per class (1 class)
Student Research Project	12 weeks	UG, MBA, GR	For Credit	Yes	Fall/ Spring	1-5 (Per project)
Wharton Undergraduate Capstone Course	12 weeks	UG	For Credit	Yes	Fall/ Spring	Approx. 60 per class
Analytics Fellows Project	8-12 weeks	UG, GR, MBA	Not for Credit	Yes	Spring	3-5 (1 team)
Analytics Accelerator	4-6 weeks	UG, GR, MBA, PhD	Not for Credit	Yes	Fall	3 - 5 (1 team)
Wharton Executive Education Course	1 day/ 1 week	Industry Professionals	Not For Credit	Yes	Fall/Spring	Approx. 25 per class (1 class)
Data Hackathon	1 day / 1 week	UG, GR, MBA	Not for Credit	No	Fall/Spring	40-80 (multi-team)
Data Workshop	1 day	UG, GR, MBA	Not for Credit	No	Fall/Spring	20-100 (1 class)
WCAI Course	None	Students / Alumni	Not for Credit	No	Any	Unlimited

UG - Undergraduate  
GR - Graduate

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\$50,000 / 2 Years

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# RESEARCH & CORPORATE PARTNERS



*Corporations and Students Learning by Doing Analytics*

The Wharton Customer Analytics Initiative's research and corporate partners have access to our unique research opportunity, a carefully structured program that connects our partners with researchers who are working on problems relevant to their business.

## RESEARCH OPPORTUNITY

**Unique Research Project** tailored to the company's long term business needs

**Ability to explore long-term R&D Challenges** without taxing in-house analytics teams or providers

**Crowdsourced webinar** to launch the research project

**Cutting-edge proposals** from WCAI's network of more than 3,700 researchers from leading institutions around the world

**Full Support** from Wharton faculty and WCAI staff throughout the process

**Fostering Collaboration** with projects that are scoped to engage all levels and verticals  
**Capstone Research Symposium** where research teams answer questions and present finding and next steps for implementation

**Career opportunity** to conduct research and work with academic scholars

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## RESEARCH & CORPORATE PARTNERS

Research & Corporate Partners represent WCAI's highest level of engagement with organizations. Partners have access to the research opportunity, a 9-12 month engagement.

### ADDITIONAL BENEFITS

As a research and corporate partner you will also enjoy the following and more:

- Invitation, discounted rates and promotional opportunity at the WCAI Annual Conference
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# CASE STUDIES



**CUSTOMER ANALYTICS  
Initiative**

The Wharton Customer Analytics has partnered with over 20 companies, and in each case, academic researchers paired creative solutions with rigorous methodology, offering truly novel approaches to previously unsolved challenges.

## CHALLENGE: STOP SPENDING ADVERTISING DOLLARS ON CREATIVE THAT PERFORMS POORLY

**PROPOSED SOLUTION:** A sophisticated model that will score an individual ad's performance while accounting for wear-out and restoration.

**WHY IT'S NOVEL:** Typically, in-market ad performance is measured at the campaign level, and real-world performance of individual creative remains a mystery. Few people thought to measure the performance of separate ads, and those who did ran into technical roadblocks. Researchers Michael Braun and Wendy Moe developed a breakthrough model using a WCAI-sponsored dataset, which the Corporate Partner has now

## CHALLENGE: DRIVE CUSTOMER ENGAGEMENT AND CROSS-SELLS

**PROPOSED SOLUTION:** Offer coupons on new products, not those already purchased by the consumer to build awareness of other products and increase purchasing.

**WHY IT'S NOVEL:** Traditional business practice is to offer promotions for the same types of products that a customer has previously purchased. Researcher Nathan Fong had developed a small dataset that showed how wine distributors could drive customer search and maintain (or even boost) sales by offering promotions for wines outside the customer's purchase history. When WCAI announced a dataset it had prepared with our Corporate Partner, StubHub, Fong applied the findings from his previous wine study to ticket sales and was able to more fully explore how coupons could be used to elicit a desired behavior.

## CHALLENGE: IMPROVE UPON A "BEST-IN-CLASS" RECOMMENDATION ENGINE

**PROPOSED SOLUTION:** Rework the mechanics of recommendation algorithms, originally developed for media products, to be more suitable to a retailer.

**WHY IT'S NOVEL:** Vendors have done great work in advancing the adoption of recommendation engines (driving down cost, extending them to new industries). However, there are fundamental differences between media products and other types of products like specialty retail goods, where offerings change rapidly and consumers typically purchase fewer items. Researcher Anand Bodapati recognized that these critical differences were being overlooked and leveraged WCAI's partnership with a major multi-channel, multi-brand specialty retailer to develop a new approach to recommendations that was uniquely tailored to specialty retail. Both parties have maintained an ongoing relationship beyond the WCAI-sponsored project.