STUDENT CASE COMPETITION
Open to students of all majors.

Timeline
03/27/2017: Teams provided with dataset for 1st phase of the data analytics challenge.
04/13/2017: Teams present findings to Owens-Illinois representatives and faculty.
04/24/2017: Teams progressing to 2nd phase of the data analytics challenge are notified.
05/08/2017: Teams provided with dataset for the 2nd phase of the challenge.

1st Phase Problem Statement
Owens Illinois is looking to improve its capabilities in the area of business forecasting. Given the abundance of data and business signals, the company is interested in understanding what methods and processes can be applied to their data to understand whether or not their business is forecastable. Given their limited capabilities in this space, they have established some great connections with key customers and created integration processes with them in an effort to improve the stability of their supply chain. They are wondering whether their efforts in this space have really yielded benefits or if they need to approach this problem in a different way.

Please join the case competition and help Owens Illinois better understand if analytics can help them answer the following questions:

1) How would you group or segment our business?
2) Are the sales of all the groups/segments forecastable?
3) What are your top 2-3 observations from the data?
4) Describe briefly what approaches you will use to model the data.
5) Any additional interesting observations?

All participating teams will receive prizes courtesy of Owens-Illinois.

Please contact faculty for any additional information:

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