Owens-Illinois

Student Case Competition

Owens-Illinois and the Center of Business Analytics invites you to participate in the 2017 Student Case Competition. Prizes will be given to all participating teams of 2-4 students.

**Competition details are attached.**

RSVP to aroy@bgsu.edu by 5:00pm, March 24th, 2017 with team member names.
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:
- Arka Roy, ASOR, aroy@bgsu.edu
- Arthur Yeh, ASOR, byeh@bgsu.edu
- Jan Hartley, SCM, jhartle@bgsu.edu
- William Sawaya, SCM, wsawaya@bgsu.edu
STUDENT CASE COMPETITION

Phase II - Owens Illinois Business Case

Timeline

05/25/2017: Teams provided with dataset for 2nd phase of the data analytics challenge.

09/15/2017: Teams submit report to Owens-Illinois representatives and faculty.

09/29/2017: Teams progressing to final presentation of the data analytics challenge are notified.

10/27/2017: Teams present their findings at the BGSU Business Analytics Symposium.

2nd Phase Guidelines

Owens Illinois has provided the attached shipment dataset. It contains fields Sales Organization Name, Month, Material ID, Product Category, Customer Name ID, Shipment (in Tonnes), and Forecast (in Tonnes). The data is sorted by column Month. Please write a report that includes an executive summary, data analysis, modeling approaches, results, comparisons, conclusions, and recommendations based on the tasks below. Additionally, submit a separate document for any computer files created during the course to be examined by the judges. Provide clear instructions for how to use the computer codes and the order of execution. As indicated above, the report must be submitted by 09/15/2015, 11:59pm to aroy@bgsu.edu.

Your tasks are to:

1. Forecast for 2015 and 2016 based on the dataset, compare it to the O-I forecast and generate some observations.
2. Based on the above results, forecast for the next 4 months: May 2017 to August 2017.
3. Explain the reasoning behind your methods, and if the first question affected your forecast for May to August.
4. Segment our customers and products, and give us guidance on how to treat each of these segments. Please consider total sales volume, the demand of the product, and the demand of the customers.
5. Share any additional observations and comments

Report format must follow:
Margins: 1” from all sides.
Spacing: 1.5 lines.
Captions are to be placed under tables or figures, numbered sequentially.
Document size: maximum of 15 pages, not including any appendices.
Page numbering: page number to be placed at the bottom of each page.

You are allowed to approach any faculty member (excluding Dr. Yeh & Dr. Roy) to help guide you with the written report.

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Brought to you by Owens-Illinois and Center of Business Analytics, BGSU