

Business Analytics Consulting



Great results through experiential learning

Consulting provides results for your organization while also serving as an excellent opportunity for real-world application of analytics theory for students. LeBow offers an undergraduate major in business analytics, an MS in business analytics, and an MBA with a concentration in business analytics.

LeBow faculty and staff work with organizations to identify challenges and needs, formulate project parameters, and guide our student consultants as they work to discover strategies and provide actionable recommendations.

Student consulting
for more than

100

organizations

All consulting projects at LeBow are administered through the Dana and David Dornsife Office for Experiential Learning, which leverages Drexel LeBow's expertise in experience-based education to shape students' academic experience.

Client Benefits:

- High-caliber students
- Out-of-the-box thinking
- Innovative concepts and tools
- Data-driven, evidence-based analysis
- Talent acquisition
- Projects delivered within 10 weeks



DREXEL UNIVERSITY
LeBow
College of Business
Dornsife Office for Experiential Learning

Data-driven and technological advances are propelling today's business successes. LeBow is equipping undergraduate and graduate students to meet these needs with focused expertise in business analytics.

Marketing Analytics

Create customer-focused strategies through data analytics used to identify and reveal insights into customer needs.

Student consultants:

- Interpret and transform raw data to generate insights that improve decision making
- Analyze large amounts of information to develop customer profiles, determine target markets, and segment the customer base
- Analyze customer data as the primary input to developing strategies for relationship marketing
- Examine customer acquisition and retention, customer loyalty, lifetime-value analysis, advertising response and brand research
- Predict customer behavior in purchasing products and services

Data Management

Create a data management strategy or uncover the relationships between data and business strategies.

Student consultants:

- Use their strong data mining, data science and/or modeling experience, dash-boarding, reporting technologies and decision support functions
- Query data sets and transform the data into information using Structured Query Language
- Manage predictive modeling, analytical reporting, segmentation analysis
- Model and build decision support systems
- Model database structures
 - Develop BA frameworks and strategies
 - Integrate performance management with analytics
 - Implement BA performance score cards

Operations Research/ Prescriptive Analytics

Optimize business decisions based on data-driven insights and quantitative models.

Student consultants:

- Use techniques including linear optimization, nonlinear optimization, Monte Carlo simulation, decision trees, dynamic programming, Markov chains, and queuing theory to address modeling situations
- Employ MS Excel for spreadsheet modeling with Solver and Crystal Ball for optimization and Monte Carlo simulation. Graduate students also have hands on implementation experience in SAS/OR, Matlab, R, AMPL.
- Pressure test all recommendations by conducting sensitivity analysis on the data and the model
- Interpret mathematical solutions of computer models and transform numbers into managerial insights
- Analyze the ability to implement resulting managerial decisions, and identify improvements to the model

Statistics

Answer key questions about the data and how to analyze it, in order to assist in managerial decision-making.

Student consultants:

- Use programming software such as SQL, SAS, R and/or Python
- Work with large datasets, including structured and unstructured data
- Understand cluster analysis, association rules, outlier detection, and dimension reduction
- Apply implementation techniques such as descriptive statistics, sampling, statistical inference, analysis of variance, and regression analysis to managerial decision making
- Understand key data mining concepts including classification, prediction, data reduction, model comparison and data exploration and use software to illustrate concepts

For more information, contact:

DIANA JONES
DORNISFE OFFICE FOR EXPERIENTIAL LEARNING
DEJ36@DREXEL.EDU 215-571-3545



LeBow.Drexel.edu/Consulting