Business Improvement

Company Description:
One of the five largest bank corps in the US. The company operates over 3,000 banking offices in 25 states and over 5,000 ATMs and provides a comprehensive line of banking, brokerage, insurance, investment, mortgage, trust and payment services products to consumers, businesses and institutions.

Short Project Name:
Create social media data measurements and analyze data

Project Description and Deliverables:
Create measurements to respond to key research questions and then analyze and report on existing and newly-gathered data.

Various metrics are captured today that require analysis to answer key research questions. Additional data needs to be obtained to supplement the existing data. This project would entail creating data collection measurements and then analyzing and reporting on the data.

Key Deliverables
1) Analyze existing data to answer key research questions
2) Create new data collection measurements (i.e. surveys, focus group questions, individual interviews, etc.) to answer key research questions
3) Analyze and report on newly created data using correlation and other statistical analysis
4) Provide a written report of key findings and conclusions

Company Description:
a service company that has evolved to a retail business that mainly services students and employees and to some extent classes. We now have to be self sustaining but would also like to become the main provider of services and equipment to all student and all related classes.

Short Project Name:
Company Assessment and Evaluation

Project Description and Deliverables:
Analyze our business, financial and marketing processes and make recommendations on how to improve our services to our customers and employees and how to capture this market.

We want to determine if we are following the appropriate business, financial, accounting, and marketing models to ensure we can provide viable services and products to our customers and employees. We need expertise from all backgrounds, specifically accounting, finance, HR, supply chain and marketing; basically all facets of business. We want to maintain or increase our off-campus customers without directly marketing to them. We need to understand how we capture the student and employee market so that they think of us first before buying, renting, or
seeking repair services. We would like ideas on how to expand our services to meet the needs of our customers without having to rely so heavily on ski rentals and sales to be self-sustaining and profitable. If we don't have a good snow season, our bottom line tanks! We want our company to continue to exist in an improved way.

Key Deliverables
We would like team members to provide analysis and recommendations regarding the following: Are we using a viable retail business model? What needs to be changed? Do we buy and sell wisely? Is our inventory appropriate? Do we have the right number of employees? Are our prices competitive? How do we market to students and employees so they think of us first? How do we capture some of the off-campus community without directly marketing to them. How can we better utilize Facebook and Twitter or other tools? How can we negotiate more competitive pricing with our suppliers. Project will be prioritized and narrowed based on the recommendations of the team.

**Company Description:**
Major banking firm

**Short Project Name:**
Improve and automate Collaboration Tools Monthly Scorecard

**Project Description and Deliverables:**
Identify additional metrics to be captured as well as highlight trends and areas of tool or usage concern. We produce a monthly scorecard with a variety of metrics that shows some trending as well as some qualitative data. A large part of producing this scorecard is a manual process. There are many additional metrics that we could be reporting, but would like to see recommendations on what metrics we should add, how they should be conveyed, and the value that they would add. We are also interested in enhancing our data analysis in order to explain certain trends or activity as well as identify areas of concern. And finally, we are in need of a way to automate the compilation of the metrics that we report on.

Key Deliverables
*Scorecard revision proposal
*Analysis of existing data
*Recommendations on where we should focus our efforts
*System to help automate or simplify the monthly scorecard-generation process