

APT Case Competition UVA Kick-Off



APT – The Concept

Intersection of Big Data Technology & Traditional Strategy Consulting



Fast Facts

Work with
50+ Fortune 500



1,000+
Terabytes
Of data



400 +
Employees
Globally



X 10

Process
over 20%
of all US retail sales data



Office Locations



APT Deployment

11 OFFICES
Globally

Clients in over
25 COUNTRIES

Awards & Accolades

The Washington Post
2014 & 2015

#1

Medium-Sized Workplace

**WASHINGTON
BUSINESS JOURNAL**

2014

#1

Best Place to Work

 **glassdoor™**
2014

#2

Highest-rated CEO

 **EY** Building a better
working world

Technology Entrepreneur
of the Year 2015

FORTUNE

Top 100 Best Companies to Work
for Millennials 2015

The Test & Learn Concept

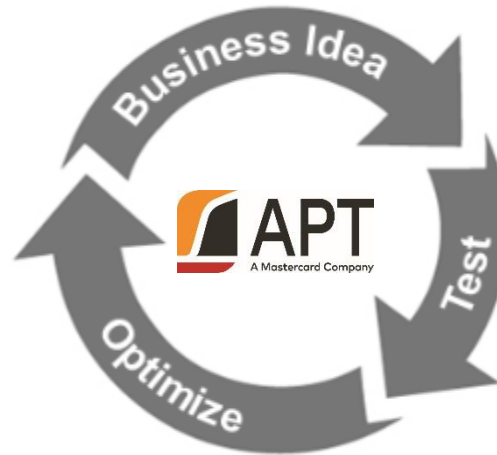


Executives have **IDEAS** for improving their business



ANSWER key questions before program rollout:

1. Will it **work**?
2. How should I **target** it?
3. How can I **improve** it?



TEST the idea in a subset of stores or markets,

or analyze **naturally occurring variances**

APT Selected Current Rollout Clients



FreshFoods Grocery, Inc.



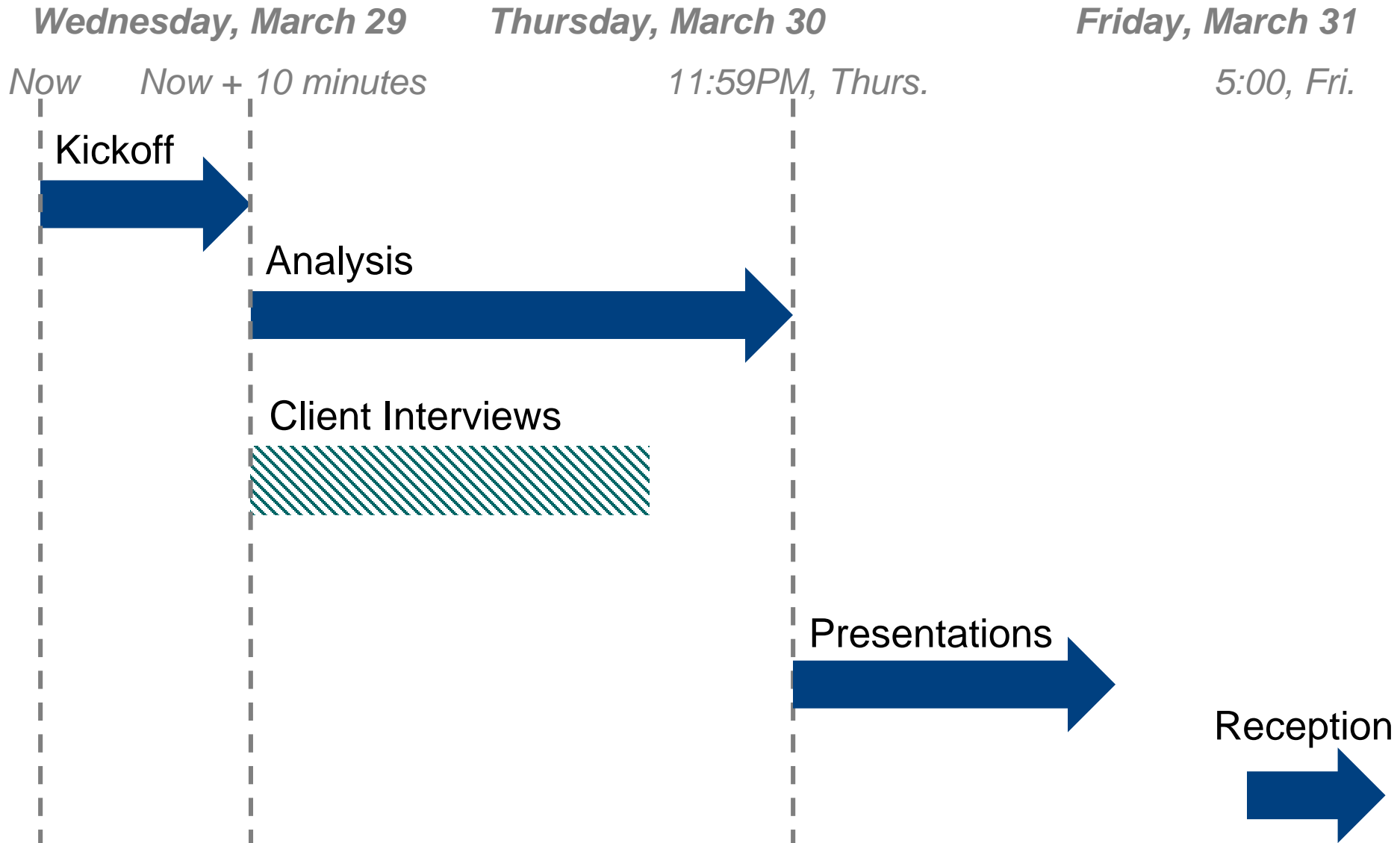
Your Analysis

FreshFoods Grocery, Inc. (FFG) is interested in retaining your firm for an analysis of current initiatives across FFG business operations



- **FFG has changed hours and labor within some stores, and is considering rolling the changes out to the rest of their network**
 - Some stores changed hours, some changed labor, and some changed both
 - Executives' goal is to maximize profit without changing expenses
- **They have brought in your consulting group to use the data provided to help decide how best to implement the changes**
 - Should they adjust labor in some stores? Should they adjust hours for others? Both? Where should these actions be taken?

Project Timeline



Questions?

Email UVA-case-competition@predictiveTechnologies.com to ask questions by email or set up time to meet on Thursday

Note: We will be sending out a doodle pool for Friday presentation times following the case kick off

Appendix – APT Mission & Delivery

APT is the world's largest cloud-based predictive analytics company



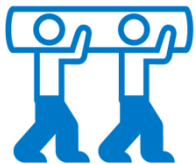
Mission: help organizations drive decision making through Test & Learn[©]



Clients: deployed globally by over 200 leading organizations



Delivery: enterprise software; a clear-box solution with multiple patents on innovative analytical techniques



Analytic Support: Each client has a dedicated APT Client Services team comprised of highly knowledgeable business consultants