HP

HP is the personal computer and printer arm that split off from Hewlett Packard in 2015. At various points, they were the world's leading PC manufacturer.

The HDAG team will work closely with HP's head of Digital Product to use data and develop potential new digital products. HP has traditionally been primarily a hardware company, with products such as printers, scanners and laptops. However, they are aiming to transition towards offering digital products. Towards that end, they want to analyze existing data from users of their devices in order to identify user pain points and new product offerings. For example, if they identified that users were commonly using scanners to scan signed documents, they could think about developing a service similar to docusign.

1. **Exploratory Data Analysis**

   The HDAG team will explore a large quantity of user data from HP's devices, printers, scanners, etc. HP wants to get a grasp on the data and identify what data sources might be valuable for additional analysis.

2. **Digital Product Strategy**

   The HDAG team will identify avenues where HP can leverage its existing user base and product offerings to create new features and services primarily in the digital space. These insights can be based on market research as well as driven by the team's exploration of the available data.

Skills: Data Analysis, Machine Learning

Note: There is a chance that this case falls through and we switch to a backup case