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Leading digital finance

# MASTER CASE

AUGUST

**2024**

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INSIGHTS - PRIORITIZING PRODUCTS  
FOR CARBON EMISSION REDUCTION  
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# FOR YOUR INFORMATION

The competition takes place **on the 29 of August**. After the “hand-in”, three cases will be chosen to present their solution in front of three Solitwork employees.

**The presentation must be a PowerPoint slideshow** and after a thorough assessment of the group’s solution, the judges will select the winners of this year’s Master Case Challenge.

The Solitwork employees will be looking for innovative ideas, well-structured approaches, and a comprehensive understanding of the challenges presented. Be sure to articulate your thoughts confidently and back up your solutions with compelling data and analysis.

While competition can be fierce, remember that the Master Case Challenge is also an excellent opportunity to network and gain valuable insights from industry professionals.

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*Please note your group name/number and your study line so we can differentiate between all the submissions.*

**Good luck to all participants!**

**Deadline for submission:**

29.08.2024

**Please submit your answer to:**

mastercase@solitwork.com



# BACKGROUND

## On-Point Logistics A/S

### Company Overview

On-Point Logistics specializes in the transportation of goods throughout Denmark and internationally via truck. The company boasts a diverse fleet of 500 trucks and smaller vehicles, headquartered in the village of Skive. Founded in 1995 by Hjul Vejgaard Lastø as “fartglade fragt,” the company rebranded to On-Point Logistics in 1999. Initially, Hjul operated a single dependable yellow DAX XF truck, but as the business grew, he expanded the fleet and hired full-time employees. Today, On-Point Logistics employs 50 regular staff members at their office.

### Project Initiatives

#### Carbon Emission Reduction

On-Point Logistics has initiated a project to analyze and reduce its carbon footprint. The primary objective is to identify key products and services that contribute most to the company's carbon emissions. This analysis will guide the development of a strategic dashboard, enabling the company to monitor its carbon footprint in real-time and to plan proactively for the financial impacts of anticipated carbon taxes.

This initiative is not merely a compliance exercise; it reflects Hjul Vejgaard's vision of integrating sustainability into the core operations of On-Point Logistics. By leveraging data analytics, the company aims to prioritize efforts that will yield the greatest environmental and economic benefits.

Please keep in mind that all the information provided here is entirely fictitious and does not relate to any real company.





# THE CASE

## On-Point Logistics A/S

In the modern logistics landscape, sustainability is no longer a mere option but a critical business imperative. On-Point Logistics A/S, a leading transport company, faces growing pressure to align its operations with environmental sustainability goals. With the anticipated introduction of carbon taxes, the company seeks to minimize its environmental impact while maintaining strong financial performance. To navigate this challenge, On-Point Logistics has enlisted the expertise of Solitwork A/S to develop a strategic approach to prioritize vehicles within its fleet for carbon emission reduction.

This case invites you, as consultants from Solitwork, to analyze the company's historical data and develop a dashboard that identifies vehicles that contribute significantly to both carbon emissions and revenue. Your insights will guide On-Point Logistics in making informed decisions that not only enhance sustainability but also ensure compliance with future regulations.

Your task will involve conducting a comprehensive data analysis, creating a proactive plan for managing carbon taxes, and proposing a method for ongoing monitoring of the company's progress towards its sustainability objectives. As you tackle this multifaceted challenge, you will be expected to make well-considered assumptions where necessary, ensuring that your solution is both practical and aligned with the company's long-term goals.



## Project

### Insights: Prioritizing Vehicles for Carbon Emission Reduction for On-Point Logistics A/S

Solitwork A/S has been tasked with analyzing revenue and expenses to create a dashboard that prioritizes products based on their carbon emissions. The objective is to assist decision-makers in aligning sustainability objectives and preparing for future carbon taxes for a transport company. State your own assumptions when needed.

*For this sub-project, a dataset (attached xlsx file) with historical data is available.*

**Attachment:** [Master Case Challenge Data](#)

### Assignment Layers:



#### 1. Data Analysis

- Conduct a data analysis to identify products that contribute significantly to both decrease carbon emissions and increase revenue. Examine the relationship between these factors to determine key contributors to the company's environmental impact and financial performance.
- Present your findings in a visually organized manner using tools such as PowerBI, Excel, or other data visualization software.



#### 2. Planning for Carbon Taxes

- Consider expected carbon taxes and their potential impact on the company. Develop a proactive plan for emission reductions to comply with future regulations and avoid financial burdens.



#### 3. Monitoring Progress

- Propose a method for monitoring progress and tracking key metrics. Suggest what data should be continuously monitored to ensure the company stays on track with its sustainability goals.

**N.B.** In scenarios where information is not explicitly provided, students are expected to use their own assumptions.

### Judging criteria

The presentation should be no longer than 15 minutes and give Solitwork A/S a clear insight into what products should be prioritized in a visually compelling way. A favorable solution that both has an informative dashboard and a plan to use it in a business setting are prioritized.

# WORK WITH US

Founded in 2002, our company has rapidly carved out a place for itself among the leading digital finance solution suppliers in Denmark. With unparalleled technology and highly competent consultants, we are changing the way our customers work with data. We automate time-consuming and complex processes and enable better data-driven decisions.

Our intuitive self-service SaaS-based data platform enables customers to consolidate all their data and processes around analytics, consolidation, budgeting, and advanced analytics in one single platform.

We currently employ more than 50 specialists and maintain a clear customer focus combined with in-depth business understanding and first-class technological skills.

This makes us a skilled and trusted partner and advisor for our customers like B&O, Bestseller, TDC, Nets & Maersk Supply Service.

## Want to keep up with Solitwork?

Then connect with us on social media. You can find our personal profiles on LinkedIn, and our company page on both Instagram and LinkedIn in order to get the latest news.



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