



**Thank you for participating in Manhattan University's 2025 Business Analytics Competition & Conference.** This document contains important background information including the competition's rules, guidelines, and data description.

Your team (consisting of between two and four undergraduate students) will review, possibly restructure, explore, and analyze the provided data in order to address the competition's topic and associated questions. Each team is expected to submit a poster summarizing their analysis process and any conclusions drawn from the data.

If you have any questions, please contact us (see contact information below).

We look forward to receiving your posters and seeing you in May. **Good Luck!**

## THE STORY

Sage Wright and Alex Bond are senior investment managers at Horizon Development, a company that focuses on U.S. commercial real estate development, management, and brokerage. Horizon Development is planning to enter a new foreign market and both Sage and Alex have been tasked with locating and evaluating this new market.

"Did you see the reports about the global debt crisis on today's morning news?" Sage asked, glancing at Alex.

Alex nodded. "Yes, it's concerning. Governments worldwide are accumulating unprecedented levels of public debt. The International Monetary Fund projects global public debt will reach \$100 trillion by 2030, with the U.S. and China being significant contributors. A country's public debt level could have a negative impact on its interest rates and GDP growth, both of which are closely related to real estate profitability."

"Exactly," Sage replied. "Before making any investment decisions we need to do quite a bit of research on public sector debt, **which is owed by national governments.**"

Alex agreed. "A country's **debt crisis** may affect our business even more than the local regulatory environment."

"Absolutely" Sage said. "This analysis could be pivotal for navigating potential risks and opportunities in the new market."

## THE ANALYSIS

As members of the data analysis team at Horizon Development, you are tasked with evaluating the public debt conditions from 2010 to 2023. **Your analysis should include the following:**

- **Assess** the overall public debt condition and its severity (for example, the debt to GDP ratio) for **all** OECD countries during this period. Teams can drop some countries due to missing or insufficient data, but such decisions should be documented in their presentations.
- **Analyze** trends in public debt accumulation or reduction in these countries.
- **Identify** the key factors contributing to the growth or reduction of public debt in these countries.
- **Explore** the impact of public debt levels on economic indicators such as interest rates, GDP growth, inflation, or unemployment in these countries.

## THE DATA

The data package includes the following files:

- **Bac2025 Story.pdf** - contains the competition story and issues to be addressed.
- **Public Sector Debt.xlsx** - contains all available quarterly public sector debt data.
- **Supplemental Data folder** - includes supplemental microeconomic data covering areas such as GDP and inflation. Feel free to choose which variables you feel are appropriate for inclusion in your analysis.
- **OECD Countries.docx** - lists all OECD countries.

The main datasets were retrieved from the World Bank DataBank:

<https://databank.worldbank.org/source/quarterly-public-sector-debt>

The comprehensive data descriptions can be found:

<https://tffs.org/pdf/method/2013/psds2013.pdf>

Your team does not have to utilize all the provided data. Alternative data sources can be used and incorporated into your analysis, but the source of all external data must be documented.

## THE POSTER

Your team's poster should document the team's ideas, methodology, and any insights or conclusions based on the data analysis. **Phase one judging will be based on the poster and the**

**associated analysis.** Any external data sources used to supplement your analysis should be cited on the poster.

Posters must be submitted by **midnight (eastern time) on May 5, 2024.**

- All posters should be prepared such that they can be printed on a 36"x48" poster board.
- Additional detailed instructions for poster submission will be made available a few weeks prior to the submission deadline. These instructions will be e-mailed to all participating teams and posted on the competition website.

## **POSTER EVALUATION CRITERIA**

**Use of Data:** The research issues are addressed by using the data in a creative way, and the significance and limitations of the data have been explored.

**Methodology/Analysis:** The methodology is clearly explained, and the analytical strategy is appropriate to answer relevant research questions.

**Measures and Findings:** The measures are well established, the conclusions are reasonable for the findings, critical thought is evident and suggests future research.

**Research Questions:** If the team decides to address additional questions, the research questions are of interest and relevant, and the rationale and objectives are clearly stated.

**Format and Style:** The poster is visually appealing, the figures and tables are easy to understand, and the text is written in clear English with proper grammar.

**Presenters:** Presenters are confident, professional, engaging in telling their story, and answer questions appropriately.

### **CONTACT**

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