Document to guide the engagement

1. A browser-based tool to aide technical scoping for strategic decision-making.
2. The entire gamut of solutions can be developed to address strategic top management problems involving the company, competition, and customers.
    a. Are we reducing costs or increasing revenues?
3. To build a decision support system we will assign values to parameters external to the system to fix the scope.
    a. Is data accessible in-house?
    b. Can we buy external data as and when required?
4. Alternatively, we make our canvas large and deploy Wharton strategy research and go all in
    a. Can we buy external data?
5. Advanced Analytics levers available:
    a. Marketing:
        i. Customer Lifetime Modeling
        ii. Churn Modeling
        iii. Segmentation
        iv. Retention and Acquisition
        v. Campaign management
        vi. Product
        vii. Promotion
        viii. Pricing
        ix. Physical Distribution
        x. Probability Models for Customer Analytics
    b. Finance:
        i. Asset Liability Cash Flow Matching
        ii. Volatility Estimation
        iii. Portfolio Optimization
        iv. Capital Budgeting Problem
        v. Time Series Forecasting
    c. Manufacturing:
        i. Manufacturing Systems Modeling
        ii. Inventory
        iii. Warehouse Operations
        iv. Supply Chain
    d. Strategy:
        i. Resource-Based/Dynamic Capabilities
        ii. Behavioural Theory of the Firm
        iii. Transaction Cost Economics
        iv. Agency Theory
6. Research is ongoing.
7. The decision support system consisting of data, model, and a user interface driven top-down from a strategy framework is built as an app using R Shiny and deployed on cloud.
8. 2 revisions are provisioned for.
9. Training of the decision-maker either via Zoom or onsite as requisitioned.
10. Customer support and maintenance is provided.