Celonis 2021 Challenge

Introduction[#](#)

The Pizzeria Mamma Mia is selling takeaway pizza. The business is generally going well, however, their customer ratings have been very low, and they are making negative profits for some of their deliveries.

The owner of the Pizzeria, Giovanni, is puzzled: "I make my pizza by following the original recipe of my grand grandfather and everyone loves it! Still, customers complain and don't come back. I wonder if there is some way, I could look behind the processes at the pizzeria to find the problem."

Description[#](#)

You have received three datasets that were taken from Pizzeria Mamma Mia's internal systems. These data sets can be pieced together to reconstruct Mamma Mia's pizza delivery process. Using these three data sets and your Celonis technology, you will be using process data mining to derive insights into Mamma Mia's processes, and help Giovanni improve his day-to-day operations.

We've structured this challenge as a sort of "blitz challenge" in that anyone can complete in under 3 hours and in tandem with another challenge should they have the bandwidth. This is intended for beginners but anyone can complete and there's so much one can do in 24 hours as well if they want to focus on the Celonis challenge specifically😃

Please complete the following:
1. Technical Component:
   - Upload your given data and correctly link the data to upload a process reconstruction using your data model.
   - Create a data workspace that analyses different facets of the pizza delivery process You can refer to the example workspace within the tool. Your workspace should include: one process Component, one char or table, one KPI component, a conformance checking page, and either one selection or design component. (hint: you can refer to slides 11 - 20 in your [reference packet](#) for assistance)

- Once you have created your workspace, answer the 8 analyses questions on the attached slide (optional).
2. Recommendations Component:
   - Once you have created your workspace and answered your analyses questions (questions optional), your team will need to create a 1-page writeup or short video to pitch your findings to Giovanni and make the case for business improvements. This should include the following: Insights from your analyses, business recommendations for process improvement, and an uploaded process model from the original business process (see slide 21 in help packet)

Data Environment: All students will need to gain access to the Celonis license by using their university email to register for the tool here: https://www.celonis.com/academic-signup

Access the datasets here.

Judging#

Data Workspace Construction:#

- Data Upload
  - Data is correctly uploaded.
  - Case tables and activity tables are correctly identified and connected.
- Workspace Components
  - The amount of possible components.
- Workspace Structure
  - Organization of workspace.
- Originality/Creativity
  - The kinds of components that are inside the workspace.
  - Navigability and aesthetics.
  - Creativity in visual representations of the process data.
- Guiding Analysis Questions [*Optional*]

Analysis Findings:#

- Value Identified
  - Identify a diverse set of process improvements.

Write-up:#

- Case Results Understanding
  - Clearness and completeness.
- Suggestions for improvement
  - Quality of suggestions for process improvements.

Prizes[#](#)

Note that we will administer in the week after the event a completion CelonisCertified Badge to any student who submits, so they can put it on their resume😃

1st Place: $100 gift card to each team member

We will also have a random drawing for a $25 giftcard for all the contestants that gain access to the tool to try the challenge.