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**APPLIED RESEARCH PROJECT – INDUSTRY PARTNER FORM**

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| **KEY FACTS ABOUT THE INDUSTRY PARTNER**  Concise description of the business  Abarth is one of the Iconic brands of the newly created automotive group: Stellantis. The latter is a multinational automotive manufacturing corporation formed in 2021 based on a 50-50 cross-border merger between Fiat Chrysler Automobiles and the PSA Group.  Among Fiat's iconic brands, Abarth has earned the heart of high-performance combustion-engine enthusiasts. The Abarth brand earned its place in the annals of motoring history due to its ability to revolutionize the concept of sports cars. Up to now, the brand has preserved its heritage and positioning thanks to the 595 and 695 models. But the launch of the New Abarth 500e is a big step forward for the brand that will start its journey towards electrification.  Contact person(s) and preferred availability  Giuseppe Cava ([giuseppe.cava@stellantis.com](mailto:giuseppe.cava@stellantis.com)) can be contacted at later stages of the project. The main contact person is Matteo Devigili ([Matteo.Devigili.2@city.ac.uk](mailto:Matteo.Devigili.2@city.ac.uk)). |

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| **PROJECT SPECIFICATION**  Succinct background  With the launch of the New Abarth 500e, Abarth is switching from the iconic 595 and 695 Abarth high-performance combustion engines to the unexplored terrain of the electric hot hatch. The new electric model with was revealed in November 2022 but will only be released in H1 2023. The switch to electric reflects the radical transformation faced by the automotive industry due to disruptive innovations and customer behavior changes. In particular, sustainability and electrification represent, among others, two main challenges/opportunities for each player within the industry. Abarth has piggybacked on the iconic 500 model to engage in this technological shift in the last years, and the launch of the New Abarth 500e is the logical continuation of such engagement with the electric transition.  Even if critics and enthusiasts have positively perceived the product, it is unclear how the audience of Abarth aficionados will respond.  Problem formulation  Abarth is conscious that moving an iconic combustion engine to a fully electric one is a big step. That is especially true considering the traditional customer base of Abarth being collectors and aficionados more than a generalist audience. At the same time, the market niche of the high-performance electric engine is new for Abarth, increasing the unknowns related to the future customer base. The foreseeable problems span from cannibalizing the audience among the Fiat 500 models, to unmatched customers and potential customers expectations. At the same time, Fiat is facing an always more crowded competitive arena, populated by many rival companies. Hence, getting a clear understanding of the potential customer for the new product is fundamental.  Given the situation described above, the company would like to address a few key open points regarding Abarth's potential audience:   * How is Abarth's audience changing after the full-electric model's launch? * What effect did the launch of the New Abarth 500e have against the Fiat 500e and Abarth 595/695? Can we observe any cannibalization in the audience? * What are the barriers or enablers in recasting the Abarth 595 and 695 audiences to the new New Abarth 500e?   Specific Aims  The project goal is to appreciate the discussion within online media to provide the business partner with actionable insights. In so doing, the analysis needs to:   * Identify the Fiat 500e and New Abarth 500e audience and define distinctive features for comparing customers (e.g., via topic modelling or an ad-hoc classifier) * Charting the topology of Fiat & Abarth customers, locating the prototypical audience of each Fiat 500 model (e.g., via clustering). * Assessing the unique/distinctive features of each stratum of customers. * Identify opportunities and threats emerging from the profiling analysis, offering actionable guidelines on how to leverage or cope with them.   Ultimately, the project's main goal is to clarify Fiat and Abarth's expectations regarding the potential target audience.  Data access  This partner is willing to share the following data:   * sales History (Abarth and competitors) * pricing History (Abarth and competitors) * any other internal data can be provided upon request   Targeted end-user of the project  `500’ Unit @ Fiat  Student’s desired skill set   * Design and execution of scraping pipeline (BeautifulSoup & Scrapy – Python) * Interacting with Rest API services (e.g., Twitter Rest API) * Design and execution of text pipeline (spaCy – Python) * Word embedding, topic modelling, and text classification (spaCy, Tomotopy & Pytorch – Python) * Clustering (scikit-learn, Pytorch – Python) * Data visualization (Matplotlib – Python)   Project organization |
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| **KEY FACTS ABOUT BUSINESS SCHOOL**  Contact person(s) and preferred availability  Prof Vali Asimit, Programme Director of the MSc in Business Analytics  Dr Matteo Devigili, Research and TeachingAssistant  ***Address:*** Business School, City, University of London, 106 Bunhill Row, London, UK, EC1Y 8TZ  ***Tel:*** +44(0)20 7040 5282 (work) and +44(0)74 2980 2250  ***E-mail:*** [asimit@city.ac.uk](mailto:asimit@city.ac.uk) and [matteo.devigili.2@city.ac.uk](mailto:matteo.devigili.2@city.ac.uk) |

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| **PROJECT EXECUTION**  Student(s) – depending on the size of the project and students’ preferences, each project could be assigned to one or more students. Each student is allowed to provide her/his first top two preferred projects *before 1st of February, 2023*, but the final project allocation will be made by the Programme Director by the end of *February 2023*. Specific project goals and understanding the industry partner’s business are set between the student(s) and designated contact person of the industry partner sometime *before 31st of March, 2023*.  Actual execution of the project – starts *no later than the beginning of May 2023*, but the students are required to get familiar with the project in *April 2023* and submit a realistic proposal by *1st of May, 2023.*  Deliverable and other direct outputs – the mandatory academic task of each student is to produce a *3,500 to 5,000 words document by 31st of August, 2023* that aims to assess the academic attainments, appropriate communication of results with no evidence of poor scholarship and plagiarism. The industry partner is welcomed to provide any *piece of feedback on this document* *by 31st of August, 2023,* but it is not a mandatory task. A summary/business report of the project outcomes are only delivered to the industry partner *by 31st of August, 2023, but further developments are possible if the industry partner and the student(s) agree to do so.*  Notes: All parties have no financial obligation to each other and the industry partner is entitled to sign a confidentiality agreement with the student(s) involved with the project execution. |

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