



**Data for Energy  
Skills Accelerator**

# Introduction to capstone project

# Before we begin



# Today's agenda

- Introduction to the capstone project
- Walkthrough of the project briefs you can pick from
- Meeting your group
- Working with your team to pick your brief
- Q&A

# Introduction



# Project Timeline

## Module 3

- Get introduced to the capstone project
- Meet your group
- Select your project challenge and plan the next steps

## Modules 4 to 6

- Work on the project challenge as a group – analyse, research, brainstorm and find a compelling solution
- Finalise the presentation

## Module 7

- Deliver the presentation to a panel of judges
- Get feedback
- Add the project to your portfolio

# How working on the project will help you



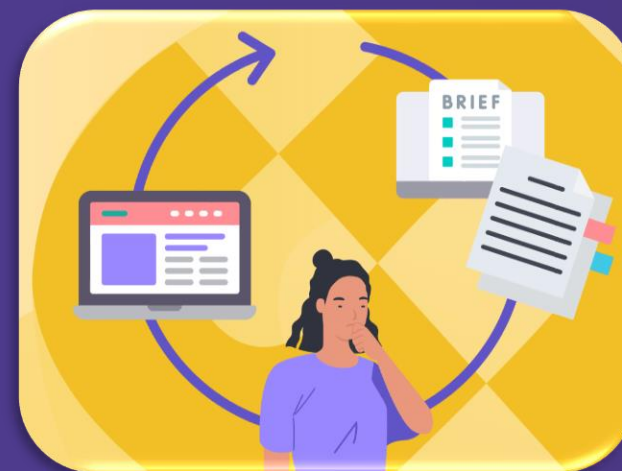
Apply your skills



Future-proof your skillset



Challenge yourself



Give tangible evidence of your competence



# Skills you'll develop while working on the project

## Develop hard skills

- Project planning
- Making data-driven decision
- Presenting a business idea/solution

## Complex Problem Solving

- Collaboration and teamwork
- Negotiation
- Emotional and social intelligence

## Critical Thinking

- Judgement and decision making
- Cognitive flexibility
- Creative and innovative mindset

# Project challenges





# Project brief 1: Propelling Euro Truck's decarbonisation

## The challenge:

To propose a new deal for Euro Truck, a major customer of Propel Forward Petro Fuels, to include more premium lubricants and fuels in their portfolio to achieve financial, operational, and sustainability benefits in line with the company's carbon footprint reduction goals.

## Your mission:

- Clean and analyse the data available to create a profile of Euro Truck where you visually present its 2022 product volumes and sales per country, and its overall emissions.
- Present the overall financial, operational, and sustainability benefits of high grading the portfolio of lubricant and fuels for Euro Truck.
- Build a pitch presentation that proposes a commercially appealing five - year plan where you present potential options to help Euro Truck on their decarbonisation journey.



# Project brief 2: Unravelling the stocking puzzle

## The challenge:

To optimise stocking strategies for Best Cart Mini Marts' convenience retail stores in Great Britain practices to maximise commercial performance and reduce their carbon footprint due to disposal of unsold products.

## Your mission:

- Clean and explore the data. Suggest the optimal stocking strategy over the next 12 months to ensure great commercial performance for the Best Cart team.
- Account for practical considerations such as product positioning (premium or budget), seasonality, alliances with specific brands to name just a few examples.
- Build a pitch presentation that recommends the optimal stock mix to best serve customer demand and reduce waste.



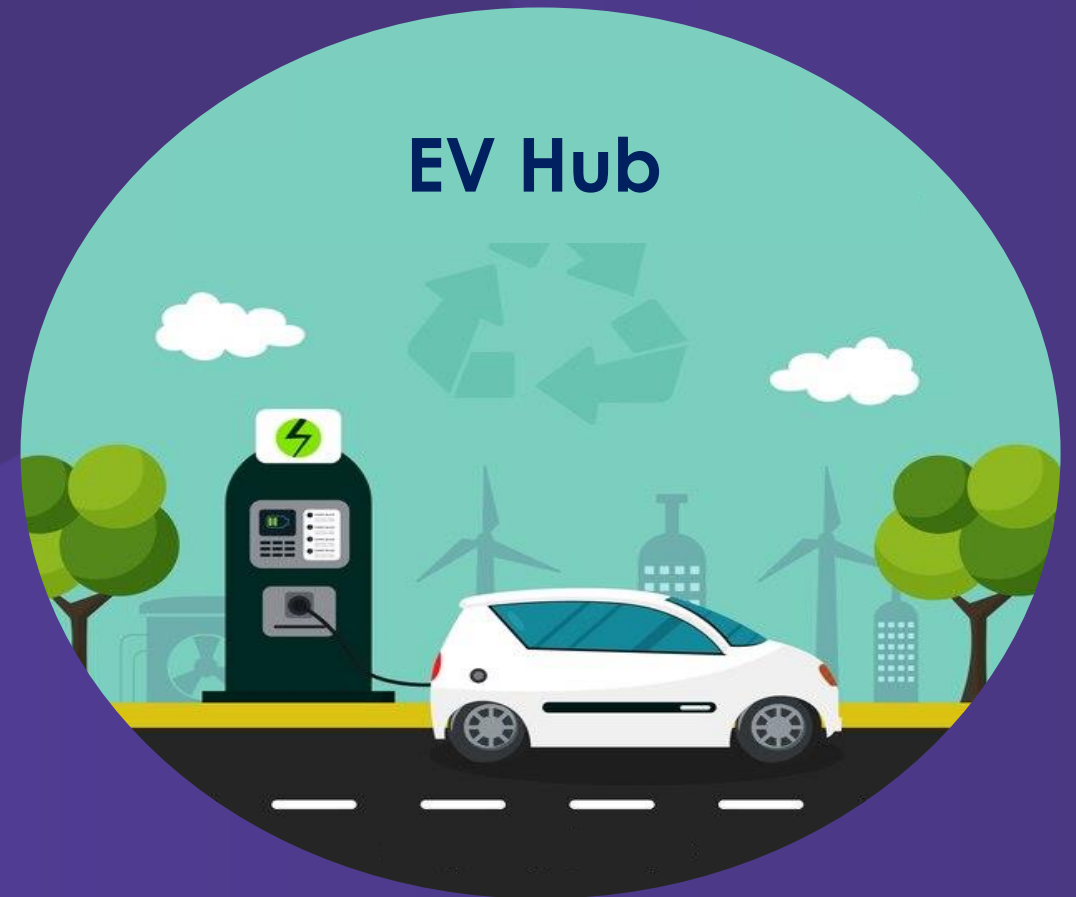
# Project brief 3: Optimising the EVolution

## The challenge:

To make a compelling suggestion to the CEO of PikaSpark on the best way to invest £2 Million to establish a dedicated EV charging hub. The suggestion should identify the optimal location and recommend the ideal number of EV chargers to be installed.

## Your mission:

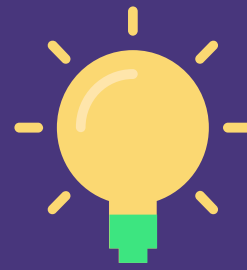
- Analyse demand data and traffic patterns to justify EV hub investment.
- Determine the ideal charger count, while assessing financial viability and timeline to recover the £2 Million investment.
- Build a pitch presentation recommending the optimal location to build the EV forecourt. Leverage the results of your data analysis to justify your suggestion.



# Project- Steps

- Step 1: Work in your teams
- Step 2: Select one project brief from the three offered
- Step 3: Conduct a thorough data analysis
- Step 4: Find solutions for the mission given under your selected challenge
- Step 5: Use the results of the data analysis to justify your solutions
- Step 6: Build and deliver a pitch presentation to the panel

# Your presentation



- Be professional and concise
- Focus on the content and story more than the design
- Do include a reference if quoting any external data or statistics



# What happens on the day of your presentation?

1. Each project group will have 15 minutes (10 minutes to present their solution to the challenge and 5 minutes for feedback and questions)
2. You'll also hear some of the other groups present, giving you a chance to see how others arrived at their solutions



# Few things to keep in mind

- Practice is key – you want to come across as well-coordinated and polished
- Ensure everyone plays a role, even if everyone may not present
- Have your presentation ready to share your screen
- Please note that the session will be recorded
- Don't forget to upload your deck to the hub(every team member needs to do it)!

# Getting started with your groupwork – now!



Break out into  
groups



Get started on your  
project work

# Your breakout tasks

1. Get to know your group – take turns introducing yourselves:
  - Your name and experience
  - Your career ambition
  - Your dream holidays and why
2. Discuss what appeals to you the most about the chosen project brief
3. Plan the next steps and allocate tasks. Decide when and how will you meet for further discussions



# Meeting your group

Identify which project you want to work on

Go into the breakout room with the least amount of people for that project

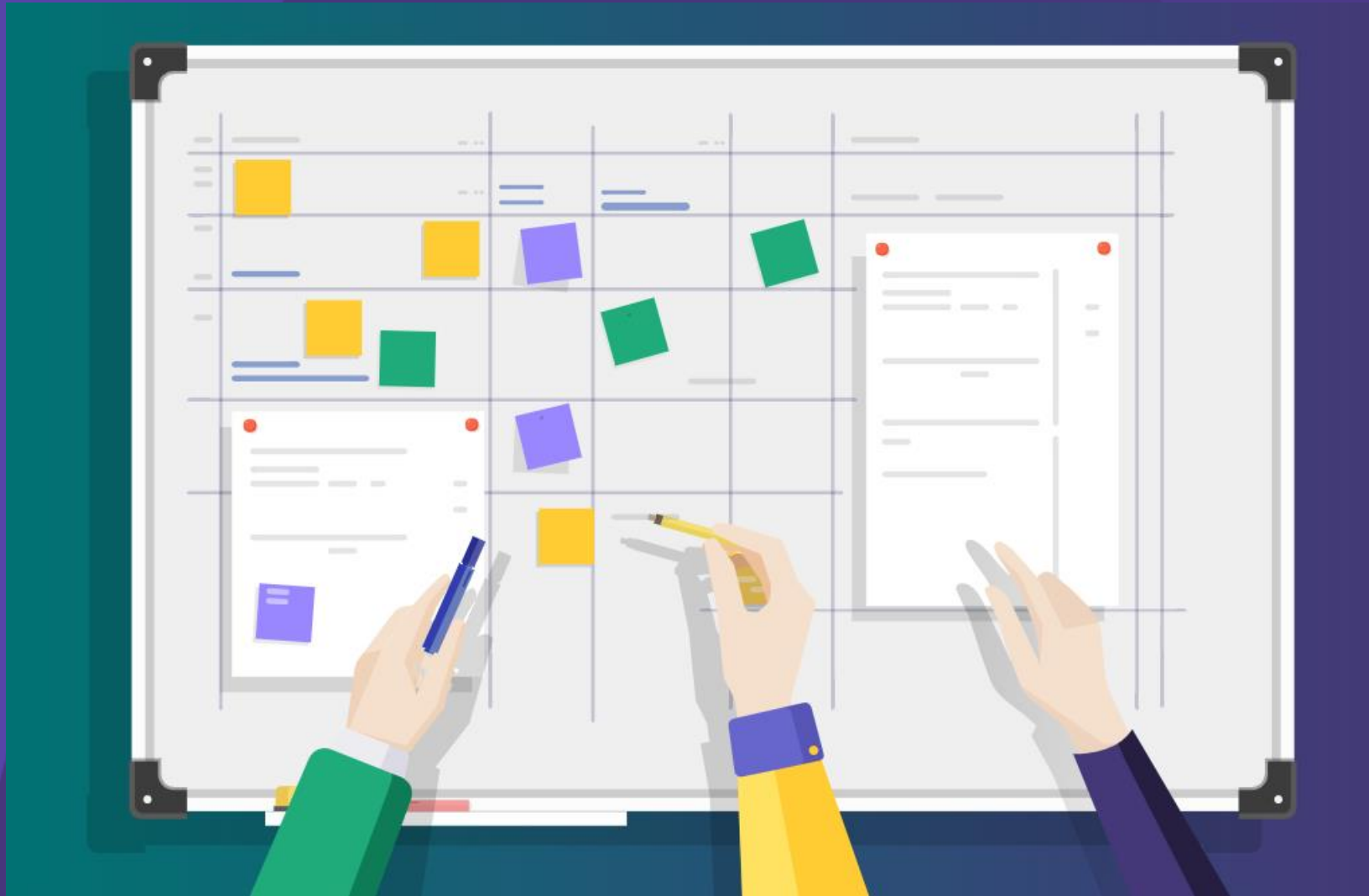
Be aware we may reallocate randomly to balance rooms

Get Started!

# Let's get to work!



30 mins



# Debrief

**How did the first session go?**  
**What is your immediate next step?**  
**How will you collaborate with each other?**

Let me know your answer in the chat





**QUESTIONS**



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