**Problem Statement**

AMEND Consulting has hired BDAA as subcontractors to help analyze data for a manufacturing client, Metal Working Group (MWG). MWG runs a job shop specializing in various metal fabrication applications. They have given us over 5 years of financial transaction data representing every single job completed. It is our job to find the important insights in the data and then **recommend the best actions to maximize profit for the business.**

**Guiding Questions**

This analysis is intended to open-ended and creative, however, here are some key areas to look at:

* Trend Analysis – Looking for Increase / Decrease / Variability in:
  + Profit / Revenue / Cost
  + # of Customers
  + # of Jobs Shipped
  + # of Parts per Shipment
* 80 / 20 Pareto Analysis:
  + Which customers create the most revenue / cost?
  + Which parts drive the most revenue / cost?
* Forecasts
* **MAKE RECOMMENDATIONS FOR DECISIONS**
  + Finance / Sales
  + Operations

**Final Deliverable**

The final deliverable is a PowerPoint Presentation detailing the key insights found and recommendations for action. Presentation time is **limited to 10 minutes** with an additional 5 minutes for questions. Please feel free to include additional analysis in the Appendix.

*Hint*: Focus on the business impact and the decisions to be made, **NOT** the complex analysis.

**Competition Logistics**

* Wednesday, January 27th: Data will be made available to any participant who signs the Non-Disclosure Agreement
  + Participants will form groups of 2-4 members each. Teams can register by using the link in the footer.
* Tuesday, February 2nd from 5-6 pm:AMEND will host a conference call on for anyone who has questions.
  + Dial-in Number: 605-562-0020
  + Access Code: 107-832-002
* Sunday, February 7th at 4:30-6 pm: BDAA will host an optional session where participating teams can present to E-Board members to get feedback on their presentations.
* Friday, February 12th between 3-5 pm: Finally, participants will present to a group of AMEND and MWG executives. **Presentations must be sent to** [**ohiostatebdaa@gmail.com**](mailto:ohiostatebdaa@gmail.com) **by 12:00pm on February 12th.**
* Prize:$300 for 1st Place, $200 for 2nd Place, $100 for 3rd Place