**Case 2:**

**The Strategic Position of AOB Travel (AOBT)**

The aim of case 2 is to train students ability to analyze real world data and integrate the outcome of this analysis with the strategic questions raised in the course literature.

**Assignment**: Analyze AOBT’s strategic position. You are free to choose the direction you want to take the analysis. Novelty and creativity in approach are encouraged. Potential questions may include: What are the relevant customer segments and segment-specific preferences? How would you describe AOBT’s current strategic position? What are the relevant opportunities and threats to this position? How would you suggest that AOBT change its strategic position in order to increase long-term profits? Is AOBT’s strategic position sustainable? Etc. Base your analysis on the guest lecture, the provided data set, publicly available information, ***and*** the course literature.

**Report**

The results of the case-analysis are reported in written and oral form. The fictive setting is management team meeting where the students take the role of strategic data analysts tasked with converting the results of the statistical analysis of the data into a form that is comprehensible to the members of the management team (who have knowledge of business strategy but lack training in statistics). The presentation should build on quantitative analysis, but focus on the strategic implications of the results.

**Format of written report**: Longer executive report in Word and/or PowerPoint. Mathematics and technical details should be separated in an appendix of suitable format and the R-script should be submitted separately.

**Presentation**: 15 min oral presentation of key results and conclusions with focus on strategic implications. 5 min for questions and comments. Use the allocated time economically and focus your analysis on a few strategically important points. Rather than trying to be comprehensive, select the question that you believe is most important and focus your arguments around this narrower question. Prioritize relevance and depth of analysis. All group members do not need to speak.