

Analytics Case Study

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Background Information:

A Chemical Manufacturer (Boarding Corp. – B.C.) has recently acquired the cleaning supplies company Raffy's Chemicals. Raffy's has historically been profitable and delivered its products to a wide range of customers that own retail/brick and mortar establishments. B.C. wants to analyze the data that their newest acquisition has been recording in hopes that they can find a way to bolster their sales and increase revenue.

Problem Statement:

The analytics department lead for Raffy's Chemicals has been consumed with the work required to adopt their new parent company's data structure and organization and has been unable to task any members to complete the request from B.C. to analyze the existing data stores.

The Analytics Lead for the Raffy's Chemicals has received funding to hire a consulting firm for this analysis and is now accepting proposals. She has a tight deadline for both her team's reorganization and the presentation of the insights from data that are expected to lead to an increase in sales over the next fiscal year.

Request for Proposals:

Raffy's Chemicals is requesting project proposals from consulting teams skilled in data analytics, machine learning, predictive analytics, and business intelligence visualization. The data analytics lead will review all proposals and rank the consulting teams based on the strength of their proposals and oral presentations/interviews.

The proposals should describe the ideas, strategies, and recommendations for how Raffy's Chemicals can increase their revenue, and how they might be implemented. The Client is interested in ideas relevant to all fields, including but not limited to: marketing, client relations, product offerings, product price, store locations, employee count, etc.

It is recommended that each proposal submitted contain at a minimum the following sections:

Background Observations:

The consultants' interpretation and understanding of Raffy's Chemicals problem (problem statement) and proposed assignment. Identify any special issues the consulting team believes the proposed assignment should address as well as any potential risks and business impacts each potential risk would cause. Additionally, please identify and address all data concerns – missing, confounding, misleading, etc.

Scope and Objectives:

What actions should Raffy's Chemicals take that will result in the highest added business value? What is the associated work required to take these actions? Why is one path more desirable than the others identified?

Proposed Implementation Plan:

What is the proposed plan to act on your findings? What steps must be taken first to begin the plan? Are there any steps/actions that require the participation of the customers of the Raffy's Chemicals? A high-level outline of the implementation plan steps (not too much detail) which will be completed by the Raffy's Chemicals personnel and the consultants together to achieve the identified end results.

Proposed Consulting Team:

Present the consultants to be assigned, identify their roles in the project and provide information on their past experiences as it relates to completing the consulting assignment.

Benefits to Cleaning Supplies Company:

What business benefits (value) will Raffy's Chemicals receive in exchange for the fee spent on these initial data insights, as well as the proposed follow up plan?

Oral Presentation and Interview:

The CTO of B.C., and data Analytics lead for Raffy's Chemicals have expressed a desire to sit in on the oral presentations. As these individuals are already very busy, the consulting teams will be given 20 minutes to deliver their presentations. This presentation will be followed by 10 minutes of questions from the stakeholders directed at the consulting team. For the Consultant Selection Committee to properly understand and evaluate your proposal and team, it will be very important for the entire presentation to be complete within 20 minutes, and each member must partake in the presentation.

Submission of Proposals:

It is the policy of Raffy's Chemicals to accept proposals in the electronic form only (Adobe Acrobat .pdf format). Consulting teams are responsible for ensuring their RFIs are received Raffy's Chemicals' Consultant Selection Committee by the date and time indicated below. Completed RFIs shall be emailed to barbae.marquez@calpolymissa.org and consulting teams will receive an email confirming successful receipt by the Consultant Selection Committee.

Important Dates:

Prospective consulting teams should be aware of the following important dates. Failure to complete submissions or attendance at these dates will result in disqualification from being considered for final ranking:

- April 6, 2018 by 11:59 PM – Proposals in electronic form due to Raffy's Chemicals by Time 1 PST
- April 14, 2018 – Oral presentation and Interview to Raffy's Chemicals Consultant Selection Committee

B.C. and Raffy's Chemicals are looking forward to receiving your proposals and attending your oral presentation and interview.