eleven – augmented proposal challenge

To the attention of the Data Science
for Business' master students

January 31st, 2022

HEC PARIS

ÉCOLE POLYTECHNIQUE
UNIVERSITÉ PARIS-SACLAY

eleven
strategy consultants
London • Paris • Madrid

eleven augmented proposal challenge: deliver a convincing commercial exchange to your prospect leveraging your dual expertise in business and data science

Exercise:

✓ **Make groups** of 5 people

✓ **Choose** among the 2 available topics

✓ On your topic, **put yourself in a data consultant's shoes during a 1st commercial exchange:**

  ✓ What is the context of the company? (value chain, competition, technological trends, etc.)
  ✓ How could you generate added-value for them using potential of new technological enablers? (time-series, NLP, computer vision, etc.)
  ✓ How will the mission be structured? (roadmap, key steps, meeting with management, etc.)
  ✓ Can you make a first assessment of the feasibility of your solution? (data visualization, 1st demo, etc.)

✓ Note that the best solution for your client **may not be the development of a custom-made solution**, but could be the acquisition of a company, some key partnerships, etc.

✓ **Synthesize your work** in a commercial exchange (up to 10/12 slides)

✓ **Upload your work** on the Sharepoint (presentation, code, etc: see details at the end of this presentation)

✓ **Present to the jury** and prepare for questions

The Right Price

How to estimate a property price?

Airplane Interior Services

How to increase customers satisfaction?

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The Right Price

improving definition and computation of mutability score in Île-de-France

Project description
- The automatic mutability score enables to evaluate on the fly the potential profitability of a real estate project on any physical parcel given the address

Business Opportunity
- Development of a new service
- Increased market share
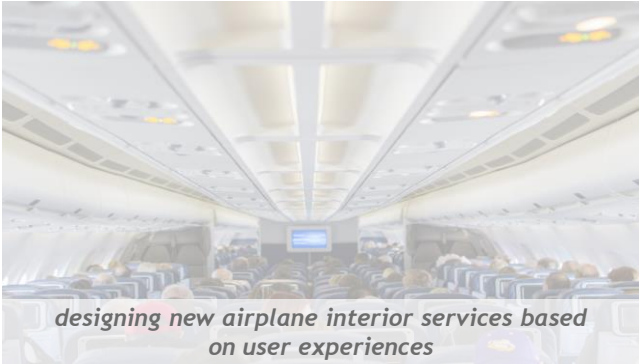- Improved profitability

Potential approach

Time series   Clustering

Airplane Interior Services

designing new airplane interior services based on user experiences

Project description
- Airplane interior services aims at a better understanding of customer experience in airplanes either positive or negative

Business Opportunity
- Increase in customer attractivity

Potential approach
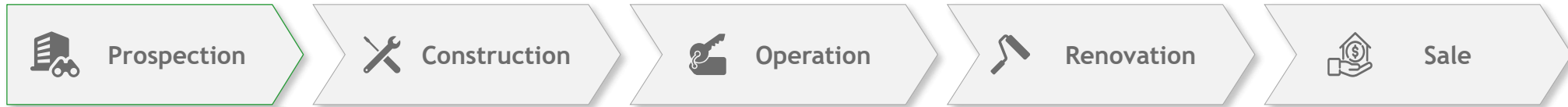
NLP   Web scrapping

The Right Price

improving definition and computation of mutability score in Île-de-France

Context: the potential client, a player in real-estate industry, wants to optimize its whole value chain, especially the purchase/sale price estimation

Value chain of a real estate development project

| Prospection | Construction | Operation | Renovation | Sale |

What can be constructed?

- *Data:* PLU (Plan Local d'Urbanisme)

What is constructed today?

- *Data:* Databases of constructed buildings (height, areas, ..)

What is purchase/sale prices?

- *Data:* Databases of historical transactions

Scope of the supercase

What is the willingness to sell/buy?
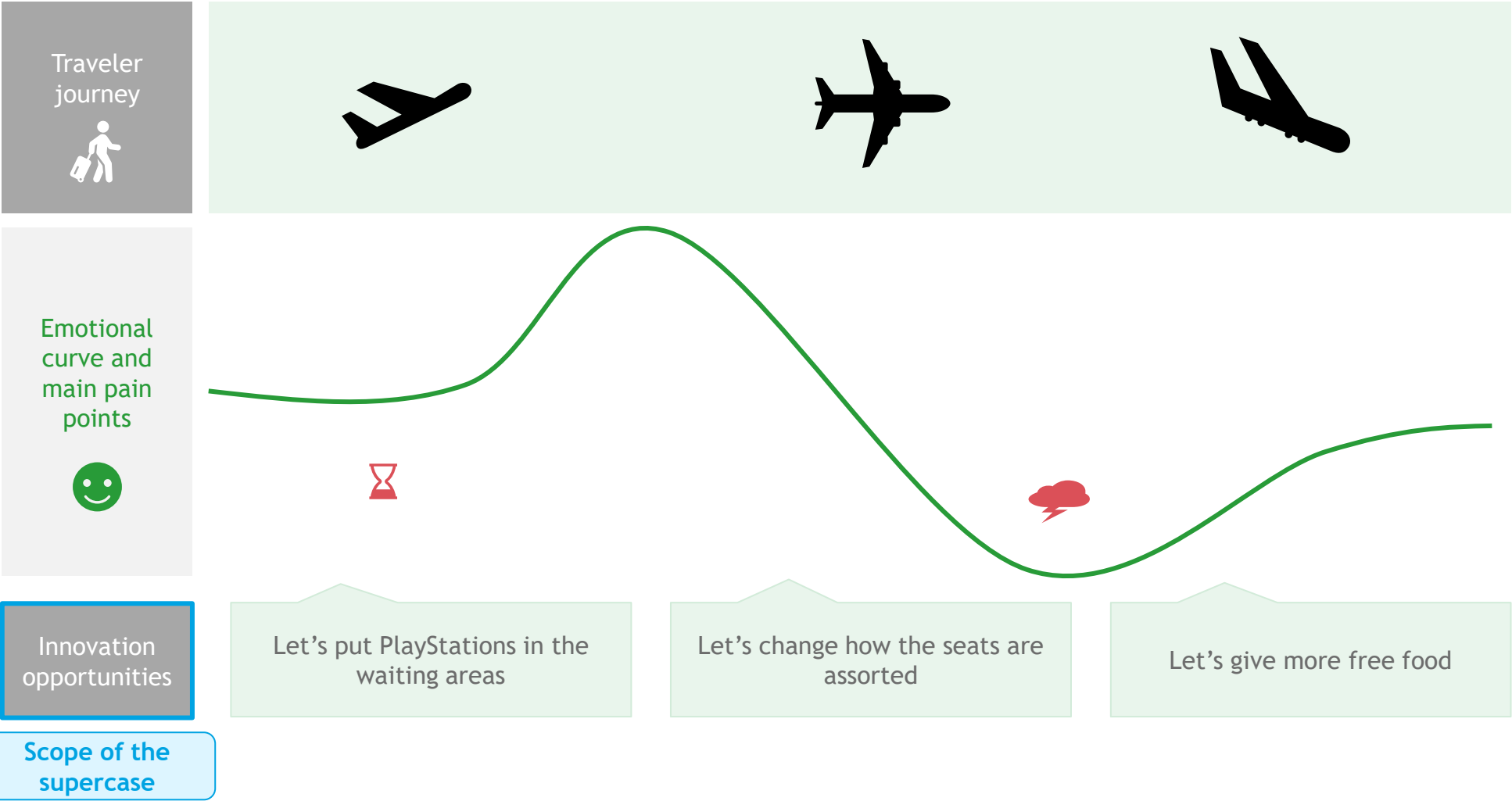
- *Data:* NA

Airplane Interior Services

designing new airplane interior services based on user experiences

Context: the potential client, a player in the aeronautic industry, wants to understand how the user experience of airplane passengers can be improved

For illustration purposes

Traveler journey			
Emotional curve and main pain points			
Innovation opportunities	Let's put PlayStations in the waiting areas	Let's change how the seats are assorted	Let's give more free food

Scope of the supercase

Brace yourselves!