

MARKETING & ANALYTICS CASE COMPETITION

Driving Growth Through Data: The HPE Challenge

Kickoff
February 13



Morrison Center for
Marketing & Data Analytics



Why host a case competition?

- ✓ Bridging Theory and Practice
- ✓ Cultivating "Business-Ready" Analytics Talent
- ✓ Advancing Applied Marketing Research
- ✓ Validating Analytical Rigor against Business Outcomes
- ✓ Fostering Data-Driven Innovation
- ✓ Strengthening Industry-Academic Partnerships

Strategic & Analytical Frameworks

- ✓ The B2B Marketing & Sales Funnel
- ✓ Marketing Attribution Models
- ✓ ROMI (return on marketing investment)
- ✓ Customer Lifetime Value (CLV, Churn)
- ✓ Customer Segmentation (Firmographic, RFM)
- ✓ BANT (Budget, Authority, Need, Timeline)

Competition Timeline & Resources

Today	Friday Feb. 13	Data release Q&A window opens.	Box Slack Channel
Day 3-4	Mon & Tue Feb. 16 & 17	Sporadic check-in	Slack channel
Day 5	Wednesday Feb. 18	Optional office hours	Zoom 11:30 am– 12:30 pm
Day 10	Sunday Feb. 22	Report submission	Email submission
Day 12	Tuesday Feb. 24	Finalists are announced	Email announcement
Day 14	Friday Feb. 27	Final submission and presentations/demo day	In-Person - A301 10 am to noon.

Judges

Zainab Jamal	Swarup Chandra	Kuldeep Ralhan	Randy Bucklin
Director of Data Science	AI & ML Research Engineer	Head of AI Governance	Professor Emeritus, Marketing
			

Thank You HPE!!

- ✓ Providing a comprehensive "360-Degree" synthetic data asset
- ✓ Presenting a real-world strategic challenge and setting high professional standards
- ✓ Committing valuable time and providing direct access to executive leadership
- ✓ Navigating operational complexity
- ✓ Investing in talent development
- ✓ Funding the prize pool