

ANNUAL IMPACT REPORT

2020 - 2021



Ivey Pro Bono Analytics Club
July 2021



Pro Bono
Analytics

IVEY STUDENT CLUB

Letter of Acknowledgement

The Ivey Pro Bono Analytics Club (PBAC) would like to acknowledge the Ivey Business School's Master of Science Association and Program Services for their continued support of the PBAC mission and values. Additionally, a special thank you to Professor Mehmet Begen, Professor Bissan Ghaddar, Professor Kyle Maclean and Professor Greg Zaric for their role as advisors on the PBAC projects. PBAC also extends a thank you to Western Law Clinic for providing their legal advisory services. Moreover, we express our gratitude to all business and analytics field experts who helped us facilitate our events, as well as our community partners for collaborating with PBAC on various student-led projects. To all general members and analysts, we greatly appreciated your active involvement in supporting our mission to foster a sense of community within Ivey Business School and London Ontario.

Contact Us: [Instagram](#) | [Facebook](#) | [Linkedin](#) | [Email](#)

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Founding Story

It was about February of last year, when the concept of the Pro Bono Analytics Club was born. I remember how excited I was, feverishly etching out my thoughts on scratch paper, and then eventually on a white board wall in an Ivey study room with a friend. Since then, the Pro Bono Analytics Club has had a great impact within the Ivey and London community in supporting the professional development of MSc students, while fostering a culture of giving back.

Fostering a Culture of Giving Back



TALISSA WATSON
FOUNDER & PRESIDENT (20/21)

Prior to Ivey, I was quite involved in various volunteering and experiential opportunities within the community, most of which were facilitated within the context of my Spanish Certification Program at Western University. The concept of bridging the gap between university students who wanted to build on their skillset in an altruistic way, with members outside of Western University stuck with me. I wanted to establish a platform within the MSc program where this enriching experience was made possible for my peers and future cohorts.

The Pro Bono Analytics Club was then founded to function as student-run clinic for small businesses and non-profit organizations that require business strategy and analytics support services. Over the past year, students were able to respond to the needs of small businesses and non-profits in improving their processes and donations with data analysis and strategy. We helped support newcomers to Canada (SLNRC, LCCLC), disadvantaged students (GMAT Mentors), art and cultural enthusiasts (Eldon House), and black women entrepreneurship (Paper Decorum, FAM Coaching and Consulting), just to list a few.

This initiative would not have been possible without the support of the founding executive team, MSc Student Association, Ivey Business School and program services. I am grateful to have been a part of bringing this idea into reality and establishing a sustainable organizational model and culture that will support our community for years to come. Leading this club alongside my team has been a highlight of my MSc experience and I look forward to seeing it grow under the leadership of President Carol Zhang, and Vice Presidents, Aelon Nicolson, Hala Al Jamal, Joe Noss, Tosin Ojulari and Ethan Poris.



IVEY

Pro Bono Analytics
IVEY BUSINESS SCHOOL STUDENT CLUB

Mission Statement

The mission of the Pro Bono Analytics Club is to provide Ivey MSc students with the opportunity to use their skills in an altruistic way by connecting students with small businesses and NGOs to complete high impact projects. The Pro Bono Analytics Club also encourages membership learning, by offering unique and informative professional development events throughout the year. Moreover, we document our outreach journey in hopes of creating cases and teaching notes for our internal PBAC case library or Ivey Publishing to assist future cohorts with their development into business analysts.

Impact**Community****Collaboration****Professionalism**

Executive Team 2020-2021

Over this past year, it has been an honour to lead and develop the Pro Bono Analytics Club alongside my fellow executive team members. As we navigate a data-driven world, it is crucial to share analytics knowledge and experiences with others, at both the individual and company level.

I am proud of what the PBAC has accomplished with regards to community involvement and individual learning, and I am excited to see the furthered impact created by the succeeding executive team!



NATALIE SHIELDS
VP OPERATIONS



NIKHIL SANT
VP FINANCE, OUTREACH &
PROJECT DEVELOPMENT

The Pro Bono Analytics Club has been one of the highlights of my MSc journey, and it has been a pleasure to work as an executive team member. This past year was full of challenges and uncertainty, however, being able to support local businesses and non-profit organisations achieve their objectives has been an incredibly fulfilling experience. I am extremely grateful for the impact we were able to provide, both for students and the broader community, through PBAC's various projects, events, and initiatives.

Being part of PBAC provided countless learning opportunities and growth, as we progressed within our roles in the executive team. Looking ahead, I am excited to see what the new executive team, analysts, and community partners achieve as PBAC continues to grow and evolve over the coming years.

Executive Team 2020-2021

Joining the executive team of the Ivey Pro Bono Analytics Club was one of my best experiences at Ivey, which involved impacting our immediate community by being an analyst and leading the club with my colleagues. It was a very rewarding experience even while combining it with schoolwork and being in a pandemic. PBAC has been a great success! I would not trade this experience for anything.

Looking forward, I am excited to see what's in store for the club through the next executive teams. Please continue to create an impact on the community through Ivey MSc students!



ADERIMIKE LALA
VP MARKETING & DIGITAL
PRESENCE



ALEX SALMON
VP PARTNERSHIPS & ALUMNI

When I was beginning my MSc degree, I knew I wanted to not only build new skills but also give back to the student and local community. By joining the Pro Bono Analytics Club, I was able to achieve that and so much more. It was a pleasure to collaborate with such intelligent students, eager community partners and other professionals from diverse and interesting backgrounds.

I am excited to see what this club will do for years to come and proud I had the opportunity to have a small part in that journey.

Executive Team 2020-2021

I have been honored to serve one of the executives' members at PBAC. There was so much design and development work as the year 2020 was our club's founding year. It has been a phenomenal experience for me as I collaborated and supported my team in the success of the club. There is no doubt that PBAC has created a big impact on the community of London by helping many small businesses. It was a year of learning, finding endless opportunities and helping our community.

In the coming years, a lot of wonderful events and collaborations are going to happen. I am eager to see what the future of the club holds. We would like to thank MSc students, executive team, Londoners, and the whole Ivey family for supporting us in the club's success.



DEEKSHA NEEKHRA
VP MEMBERSHIP LEARNING



Executive Team 2020-2021 at the Inaugural PBAC Case Competition

PBAC's 2021 Leaders



CAROL ZHANG
PRESIDENT



AELON NICOLSON
VP OPERATIONS



HALA AL JAMAL
VP OUTREACH & PROJECT
DEVELOPMENT



JOE NOSS
VP PARTNERSHIPS &
FINANCE



TOSIN OJULARI
VP MARKETING & DIGITAL
PRESENCE



ETHAN PORIS
VP MEMBERSHIP
LEARNING

Analysts 2020-2021

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Tosin Ojulari



Janadhi Kuruppu



Steve Zou



Ibrahim Rana



Sebastian Cortez Gomez



Manisha Rani



Niara Sareen



Mubasshira Khalid



Natalie Shields



Marielle Badger



Iris Li



Nikhil Sant



Kenzie Garton



Lady Kindy Acheampong



Andrew Klein



Rosalie Lai



Kenzie Garton



Lady Kindy Acheampong



Andrew Klein



Vu Nguyen



Dhruvika Angrish



Aderimike Lala



Connie Wang



Alex Salmon



Talissa Watson



Misan Coker



Kennedy Confurius



Leo Sun



Mike Fan

Searit Bopai

Bhavya Anand

Richelle Aikins

Karly Borm

Becky Zhu

Echo Zhang

Xiafon Zhang

Vince He

Micheal DeSantis

Chen Jiang

Alexa Howoritz

Po-Ting Lee

Paul Jin

Cindy Nguyen

Binghao Li

Adam Rajani

Christian Petrozza

Derek Pirraglia

Nicholas Porrone

Mike Bradshaw

Antara Choudhury

Hannah Soicher

Mengying Shi

Carol Zhang

Rachel Coome

Max Zhang

Paul Sung

Vincent Wang

Diana Yao

Liza-Marie Muhairwe

Nishwanth Dhamodaran

Community Impact

London Statistics



(Source: <http://www.csjcanada.org/>)

80 PBAC Members	61 PBAC Analysts	4 AVG Analysts/ Project
12 Community Partners	15 Completed Projects	1623* Community Hours

Average hours informed by analyst feedback survey

Projects

Analysts Experience

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FAM Coaching & Consulting

Bhavya Anand; Rachel Coome; Liza-Marie Muhairwe; Derek Pirraglia; Becky Zhu

In our short time with FAMCC, our team provided the owner with a pricing strategy and recommended next steps for their social media and website development. We truly realized the meaning of data science being art, as we had to use our creative sides to create insights for FAMCC.

London Cross Cultural Learner Centre (LCCLC)

Alex Salmon; Talissa Watson; Vince He; Kennedy Confurius; Paul Sung; Andrew Klein; Matija Skoko

Working with the team at LCCLC was a wonderful learning experience. We felt fortunate to be able to apply our learnings from the classroom in a real-world context helping to optimize newcomer integration into Canada, all while being supported by PBAC and LCCLC through the process. We learned to keep an open mind because the analysis isn't always what you thought it would be however, we can find other ways to add value for the business. We look forward to building on the work we've completed in the future!

Our entire group was pleased by our analyst work placement with LCCLC from the very beginning, due to our personal lived experiences of those of persons close to us, as newcomers to Canada. Our main contacts were extremely responsive and helpful throughout the period of the project and we look forward to hearing about future projects completed with LCCLC!

Ivey Program Services & MSc Student Association

Boyang (Mike) Fan; Paul Jin; Vu Nguyen



Marielle Badger
MSc Digital Management '21

The “Ivey at the margins” Instagram page provided a platform for students to tell stories about their EDI experiences. Through analyzing these posts in this page using Python and Tableau, we uncovered the most pressing EDI issues faced by students. The highlight of the project is the Tableau dashboard our team designed for the MScA, which shows the visualization of the summary statistics for the posts. The user can easily navigate the dashboard to analyze the posts by topic, location, event, year, main characters and their relationships. It will help the audience gain a deep understanding about the students’ EDI experiences and current issues they are facing at a high hierarchy.

Hedgeford & Berkley

*Manisha Rani; Tosin Ojulari; Sebastián Cortez Gómez;
Marielle Badger*

We had a really great time working together because team members had different backgrounds that played a critical role when performing our analysis and developing recommendations. The Hedgeford & Berkley project was unique because it offered an opportunity to think of a target market that we are not familiar with and recommend a brand strategy. We also got a feel of what solving problems in the real world may look like. We would love the opportunity to take on more projects in the future.

HMSC Prevost Innovation Strategy Team (IST)

Kenzie Garton; Searit Boparai; Echo Zhang; Nishwanth Dhamodaran; Ibrahim Rana; Diana Yao; Misan Coker; Janadhi Kuruppu

Our experience with the HMCS Prevost Innovation Strategy Team has been an insightful journey. This project has taught us about the importance of being exhaustive when mapping out a strategy, and following the intent as initially scoped out. We also collaborated with other project teams with members from PBSN and PBAC, integrating all of our parts into a holistic view of the outlook and solution. We also learned the importance of connecting with the end user of the deliverable and tailoring the tone and structure of our reports to the needs of various stakeholders. A key learning we took away was also maximizing resources to their full potential, always having the final cohesive image in sight. As one of our key stakeholders said, “Begin with the end in mind”.

Eldon House

Richelle Aikins; Lady Kindy Owusu Acheampong; Nikhil Sant; Echo Zhang

Working on the Eldon House project was a fantastic experience. It was a great way to bridge our experience working in a team comprised of Business Analytics and International Business students. We were able to build on our technical skills by analyzing donation income streams and utilize our marketing knowledge to provide actionable insights to stabilize the income flows.



Nikhil Sant

MSc Business Analytics '21

Team Sidetrack Café

COVID-19 has dramatically impacted how companies do business, in which there have been a number of challenges for smaller local stores. That's why every analyst joining this team for Sidetrack Café was very excited to bring together our experiences in analytics and apply them to a real-word business problem. As a café, there are a number of different factors to consider when managing daily operations, such as shift schedules for staff, number of resources needed to prepare food and drinks, health and safety procedures, and more. In order to run the most efficient operation possible, our team analyzed the transactions and staff scheduling data since the opening of Sidetrack Café, to evaluate how variability in weather would impact the demand they experience daily and create a two-week predictive model. We are really excited for the team at Sidetrack Café to use these measures and model to continue growing their business, despite the current economic situations in the province.

Michael DeSantis; Rosalie Lai; Max Zhang; Natalie Shields; Bryan Straatman; Nicholas Porrone; Vu Nguyen; Paul Jin; Vincent Wang; Dhruvika Angrish

Team South London Neighbourhood Resource Centre

South London Neighbourhood Resource Centre is a community space that offers programs and services including, but not limited to, Newcomer Settlement Services, Basic Needs and Support, Youth Programs, and Family and Parent Programs. The team worked to analyze and improve the current programming and evaluations services and enhance the current data collection process to improve the services provided. We were able to identify the needs of the organization and apply data-analysis to a real organization's issue. We analyzed the previous data collected by the centre on its participants and programs offered. Afterwards, the team provided next steps and recommendations in how to improve and optimize the current data collection process for it to be applied in the future, in addition to providing insights on what programs are doing well and what areas can be improved on. The opportunity allowed the team to improve the programming evaluation services that the centre provides to marginalized and immigrant families and individuals of various age groups. Working directly with community providers, we were able to impact the lives and wellbeing of local community members.

Mubasshira Khalid; Iris Li; Ibrahim Rana; Leo Sun; Connie Wang

Single Women in Motherhood (SWIM)

*Kenzie Garton; Carol Zhang; Cindy Nguyen; Niara Sareen;
Dhruvika Angrish*



As Pro Bono Analysts for SWIM, it was extremely rewarding to use our analytical skills to give back to our community and help an NGO that supports such an important cause. SWIM is an organization that helps single mothers through a wide range of products and services that increase their quality of life. We analyzed their client data to derive insights on how to improve their client management and data collection processes. Covid-19 pushed our group to think of recommendations that set the company up for success in both a remote and in-person environment. We hope that our insights and recommendations for future implementation can help the organization continue to support the single mothers of London.

Paper Decorum

Karly Borm; Alexa Horowitz; Aderimike Lala; Po-Ting Lee

Working with Paper Decorum was a very rewarding experience. We were able to use our strategic mindset, backed with our analytics skills to recommend a course of action to transition from a physical store to an online business. We analyzed e-commerce data from google analytics and performed some market research on new products which could be introduced into the online business. Working with the team was also great as we could each contribute our strengths to the success of the project.

Connie Wang
MSc Business Analytics '21

GRAD Mentors

Antara Choudhury; Christian Petrozza; Deeksha Neekhra; Mike Bradshaw; Carol Zhang; Chen Jiang

PBAC allowed us to explore the small businesses within London and make an impact using our analytical background to form solutions for the company. Working with GRAD Mentors, which operates in the education industry was a great enriching experience. It helped us to understand the groundwork carried out in a start-up to automate their entire processes and increase efficiency.

GRAD Mentors provides graduate support services to persons from underrepresented communities and financial difficulties

KALAHUT: The House of the Arts

Binghao Li; Xiaofan Zhang; Adam Rajani; Mengying Shi; Hannah Soicher

It was a fulfilling experience to work with Kalahut as we got exposed to the different marketing and analytic aspects that we may not have in-class. The amount of trust from our partner and PBAC has allowed us to experiment our ideas and gain practical experience in various aspects. Working with Kalahut on their strategy and social media was an enriching experience. We are grateful that Ritika shared the results of our project after we finished the contract. Our team was able to help Kalahut reach new clients with a successful Instagram giveaway!



Binghao (Benny) Li,
MSc Digital Management '21

Our Partners 2020-2021



F.A.M COACHING & CONSULTING



Our Partners 2020-2021

“ Being a smaller non-profit, oftentimes our team of volunteers is restricted to focusing on the key day-to-day tasks that keep our organization moving. Working with the students assigned to us through the Pro Bono Analytics Club was a big boon to GMAT Mentors, as they were able to provide assistance in helping our organization tackle some of the bigger-picture things that often slip through the cracks for us. The Pro Bono team enabled us as an organization to size-up our current operations and data systems, hone-in on the challenges related to them, and ultimately provided a specific, value-add recommendation on how to address these challenges. In our experience, the working team was also a professional group of students that stayed on top of managing the engagement and moving things forward. GMAT Mentors is looking forward to continuing as a partner with the Pro Bono Club in the months to come as we work to implement their recommendation.

~ GRAD Mentors



Eldon House Building

“ Eldon House staff were excited to work with the Ivey Pro Bono Analytics Club. The students were able to conduct thorough and comprehensive research and put together presentations and information that applied directly to us as a not-for-profit. Their suggestions on our donation model have helped us adjust to attract more donations from our visitors online and in-person. Thank you so much to the Club for your stellar work!

~ Eldon House



“ The London Cross Cultural Learner Centre benefited greatly from engaging the Pro Bono Analytics Club. Ivey graduate students asked the right questions, provided actionable insights, and delivered beyond expectations on a very short project timeline. Their deliverables are making a real impact on our journey to implement business analytics to better manage our organisation’s multiple programs, and to ultimately better serve our clients with the resources we have. I was impressed by the depth of their analysis, the quality of presentations, and their real-world business problem solving ability. I strongly recommend the Pro Bono Analytics Club.

~ London Cross Cultural Learner Centre (LCCLC)



“ This past term, Ivey Business School desired to renew and invigorate its focus on the core values of Equity, Diversity and Inclusion. A key component of this process was trying to understand the issues our community faced and the opportunities that might exist. The MScA and MSc Program Services Team reached out to our newest Ivey MSc club, the Pro bono Analytics Club (PBAC). Given their collective strength in harnessing, analyzing, and interpreting large pools of unstructured data, we asked if they could explore the Ivey social media to see what insights it held. The net result was a robust, rich, and well-structured analysis of EDI at Ivey, developed and framed using data analytics best practice and tools. Their work and insights have been invaluable in guiding the MSc Program office and our partners towards the goal of defining our priorities for enhancing EDI at Ivey. Hats off to excellent work by the team of Vu, Paul, and Mike!

~ Ivey’s Program Services and MSc Student Association

Community Impact

Ivey Statistics



125

MSc Attendees @ Case Competition

8

Total PBAC Events

17

Total Featured Organizations

3

Total Featured Articles

1

Case Published through Ivey Publishing

Ivey Statistics

Financials

Income

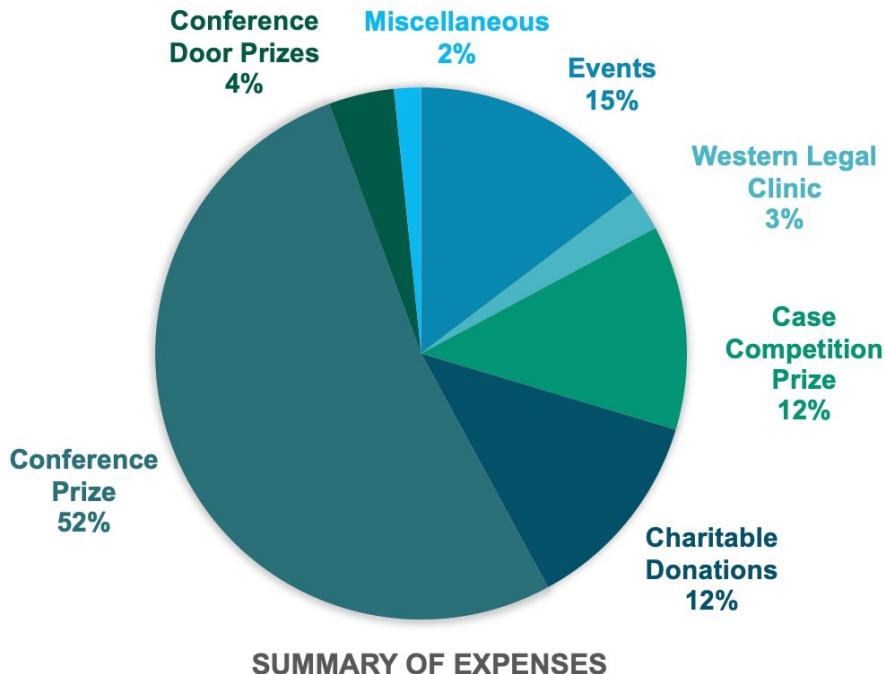
Membership Funds Received - \$1600

External Funds Received - \$2,835

Expenses

PBAC Total Expenses - \$756

External Funds Spent - \$2,835



PBAC Events



Financial Flux Cross-Section Photo

PODCASTS & PERSONAL DEVELOPMENT

Financial Flux: Leveraging Analytics in Financial Services

Companies Represented: Scotiabank, CIBC, Ernst & Young (EY)

Joined by professionals working the field of analytics and financial services, our first event, titled Financial Flux: Leveraging Analytics in Financial Services was an insightful discussion about how analytics is helping navigate issues related to financial inclusion and financial crime. The discussion highlighted the use of emerging technologies such as blockchain that are reshaping the financial services industry.

[Podcast Link](#)



Let's Talk about Race

Companies Represented: Deloitte

During the month of February, known as “Black History Month”, we sat down with Judith Bosire, Manager (Economic Advisory) from Deloitte, where we talked about race. We got to hear about her experience as a person of color in the corporate world, how data can impact diversity issues and possible ways of ensuring more diversity and inclusion within organizations.

[Podcast Link](#)

WORKSHOPS

DAC Digital Marketing & Analytics Workshop

Companies Represented: DAC Group

The new executive team’s inaugural event was an enlightening collaboration with DAC, a global leader in digital marketing analytics. DAC’s VP Technology Dan Temby led the panel along with four other senior managers. DAC provided student teams a real-world case and data to analyze and prepare a brief presentation a week before the workshop, and the panel provided feedback during the event. Following that, the panel outlined how they went about solving the business problem, and finished with a Q&A. The workshop was a great opportunity to get valuable instruction from working professionals in a casual setting.



Marketing Analytics Workshop
Companies Represented: TD Canada Trust

Led by Ye Chan Fang, Senior Data Analytics and Insights Analyst from TD, this one-day workshop focused on Marketing Analytics, and the analysis that behind developing a marketing strategy.

This workshop was conducted using Python in which students were provided with a dataset to analyse and sample code given. Students were able to use their analytical skills in a live walk-through of a real business scenario.

SOCIAL ENGAGEMENTS

Lunch & Learn

This event showcased the value proposition of the Pro Bono Analytics Club, through short presentations of past projects by analyst teams, and a highlight of the PBAC's mission and achievements, offering insights for existing and prospective members.

PBAC Social

Led by the PBAC Executive team, this event allowed PBAC members & analysts to meet virtually and engage with their peers through icebreaker games such as Kahoot, with prizes given out to participants.

CASE COMPETITION

PBAC Case Competition

A week-long case competition, in which students tackled a problem faced by our community partner, Kalahut: The House of Arts. Kalahut, a start-up social enterprise led by an Ivey MSc Alumni Ritika Malhotra, was looking to expand their presence outside of India and required a well-defined market entry strategy. Students were tasked to complete analysis of Kalahut's current state, identify opportunities for expansion, and present to a panel of judges their ideas for Kalahut's next avenue of expansion.



“

PBAC case competition has helped me in reflecting over Kalahut's pain points and planning for a structured marketing strategy. Students have brought forward some really cool strategies to expand in the international markets which we plan to implement in the coming days.

-Ritika Malhotra

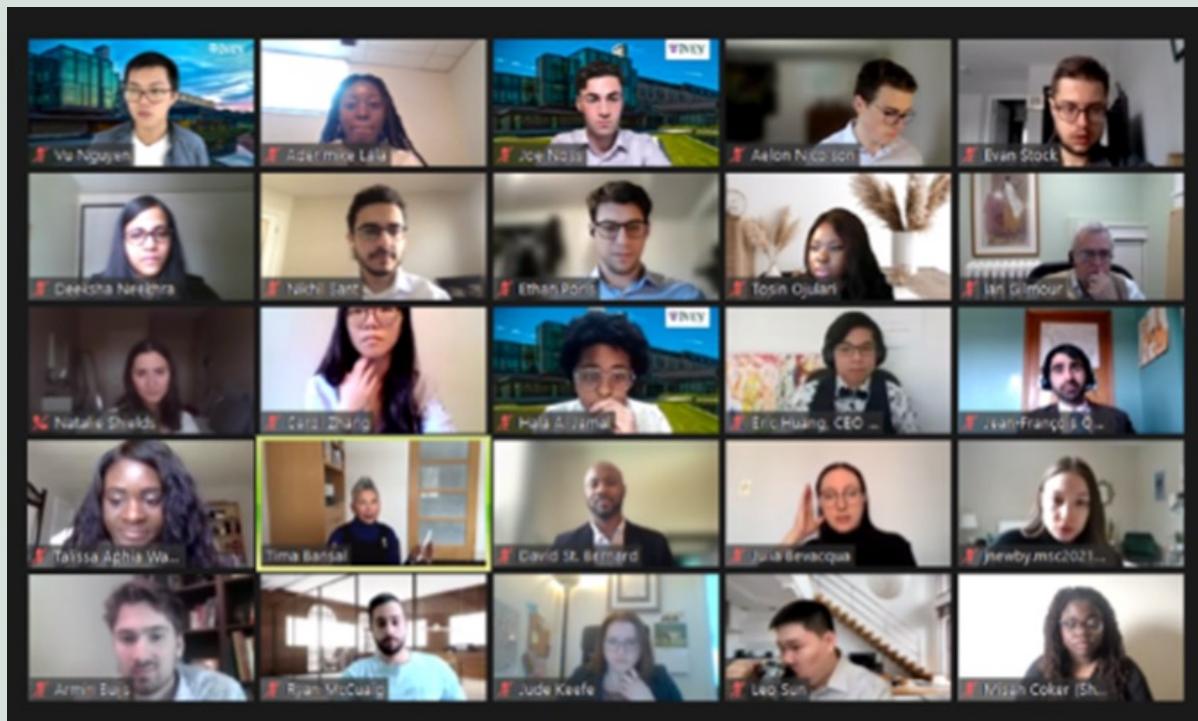
Co-Founder of Kalahut: The House of Arts

Learn More: [PBAC Case Competition](#)

Please see page 30 regarding our published case on Kalahut

CONFERENCE

PBAC Analytics in Social Enterprise Conference



Companies Represented: AAARL, Diversio, KPMG, Youth in Diaspora, The Urban Hulk, Hello Fresh

One-day conference event focused on the importance of data analysis in promoting social and environmental justice within our global community. The club was joined by professionals from diverse industries who made the conscious decision to leverage their knowledge to improve industry-wide diversity and inclusion, sustainability, and accessibility to education and data-driven consulting services.

Learn More: [Ivey students host conference on the importance of data in social and environmental justice](#)

Major PBAC Achievements

2020 Best New Club Award

"This award is in recognition of your club's commitment to enhancing the Ivey MSc student experience and your exemplarily track record of exceeding expectations. PBAC has contributed a wealth of time and energy on bettering the MSc and London communities and has served the needs of its members through workshops, competitions, and skill development opportunities."

~ MSC Association



PBAC's First Article Feature

Read the Article: [MSc students use business and analytical skills to help the community](#)

PBAC's First Published Case

Authors: Alexandre Salmon; Nikhil Sant; Talissa Watson; Natalie Shields; Deeksha Neekhra; Aderimike Lala; Matthew Thomson

Kalahut the House of Arts is an Indian e-commerce site that connects potential learners of Indian art, music, and yoga with instructors and specialized programming. The case, [Kalahut:Where is Art & Culture Needed Most](#), details Kalahut's objective of expanding into three potential international markets, and the opportunities for growth.

Major PBAC Achievements



Project Team EDI presentation day to the MSc Student Association

Equity Diversity & Inclusion (EDI) Project Dashboard Made Public on Tableau

@Iveyatthemargins data analyzed by Boyang (Mike) Fan, Chenghao Jin and Vu Nguyen to support the Equity Diversity and Inclusion initiatives at Ivey Business School

When Ivey at the Margins (latM) became active; there was a request from the MSc Program Office to analyze the data that was being reported by students. The task for us was to be able to classify and visualize key EDI issues that we face at Ivey. This is where PBAC stepped up to the challenge and delivered the latM dashboard. The PBAC analysts were able to deliver key learning points for the upcoming EDI curriculum starting January 2021. In addition, the [latM Dashboard](#) is also being presented to the EDI Advisory Council for further impact, at the whole of Ivey level.

~ Mayank Shukla
Vice President of Diversity and Inclusion at the MSc Association

Major PBAC Achievements



PAUL JIN
EDI PROJECT
ANALYST

My favourite part of this project is we identified relationships/correlations among different variables. For example, by filtering for only a certain location, and by plotting locations against topic counts, we were able to identify the most prevalent topic for each location. Also, we examined the differences in student experience between various programs and the most common topic, key persons and location for each program were discovered. With this information, we can help MScA or Ivey guide their efforts in addressing these issues/topics.



A Page of the Ivey at the Margins Project Dashboard

The Pro Bono Analytics Club in 2021

A Message from the PBAC Executive Team 2021

In the coming year, PBAC plans to continue expanding its reach to a larger number of community partners and developing its reputation as a trusted student consultancy in the London and South-Western Ontario region. More robust frameworks for client relationship management and tailored workshop experiences will be implemented to enrich the community partner and analyst experience alike. A website is in development and will be launched in July of 2021 to feature our analysts' past work and PBAC's presence in the media.

We will be including a greater variety of projects in coming months, to reflect members' interests and experiential learning goals across the Business Analytics, Digital Management, and International Business streams. Specifically, we are expanding our scope to include projects with a heavier emphasis on business strategy, although an evidence-based mindset and analytics skills will remain a tentpole of our organization. To reflect these changes in scope and to be as accessible as possible to potential members interested in both pro bono analytics and strategy work opportunities, PBAC will be changing its name by late Summer 2021 to become the Pro Bono Analytics and Strategy Cooperative (PBASCo).

We reaffirm that our organization is by students, for students, and we look forward to continuing to serve the MSc and greater London community in the coming year.



Congratulations to Our Graduating Analysts 2021

Richelle Aikins

Bhavya Anand

Mike Bradshaw

Karly Borm

Antara Choudhury

Boyang (Mike) Fan

Vince He

Alexa Horowitz

Paul Jin

Aderimike Lala

Po-Ting Lee

Lady Kindy Owusu
Acheampong

Christian Petrozza

Deeksha Neekhra

Vu Nguyen

Alex Salmon

Nikhil Sant

Natalie Shields

Bryan Straatman

Talissa Watson

Echo Zhang

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