



BOLT UBC

FIRST BYTE 2023 CASE PACKAGE

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DISCLAIMER

IT IS THE COMPETITORS' RESPONSIBILITY TO REVIEW AND UPHOLD APPLICABLE STANDARDS OF FAIR COMPETITION.

INSTANCES OF MISCONDUCT, SUCH AS CHEATING, PLAGIARISM, RESUBMITTING THE SAME CODE/SLIDES, OR IMPERSONATING A CANDIDATE, WILL RESULT IN THE COMPETITOR AND THEIR TEAM BEING AUTOMATICALLY DISQUALIFIED.

If you have any questions, please reach out to us at: **boltubc@gmail.com** With Subject: **[First Byte Questions]** & your Question



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CASE STUDY

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WORKSHOP SCHEDULE

September 23rd, Saturday

Location:

- | | |
|----------------|---|
| 1:00 - 1:15 PM | Workshop Opening |
| 1:15 - 2:00 PM | Data Analytics Workshop by UBC Data Science |
| 2:00 - 2:10 PM | Break |
| 2:10 - 3:00 PM | Case Competition & Presentation Workshop |
| 3:00 - 3:30 PM | Closing Remarks and Open Networking |

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COMPETITION SCHEDULE

September 22th, Friday

7:00 PM | Case Release

September 29th, Friday

3:00 PM | Case Submission Deadline

6:00 PM | Semi-Finalist Announcement

Final Presentation - September 30th, Saturday (In-person)

Location: Henry Angus 098

12:45 - 1:05 PM Registration

1:05 - 1:15 PM Opening Remarks and Room Assignment

1:15 - 1:30 PM Travel to breakout rooms

1:30 - 3:00 PM Breakout Room Presentations

3:00 - 3:15 PM Travel back to main room

3:15 - 3:20 PM Accounce Finalists

3:20 - 3:30 PM Finalists Prep and Food

3:30 - 4:30 PM Finalist Presentation

4:30 - 4:45 PM Awards Announcement

4:45 - 6:00 PM Networking/ Professional Feedback/ Closing Remarks

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INSTRUCTIONS

YOU ARE PART OF A DATA ANALYTICS AND CONSULTING TEAM, AND ANASTASIA HAS REACHED OUT REQUESTING IMMEDIATE ASSISTANCE IN ADVISING HER COMPANY. SHE HAS ALREADY BEGUN TO COMPILE SOME HELPFUL INFORMATION (SEE INDUSTRY INFORMATION) BUT NEEDS THE SUPPORT OF YOU!

YOU RECALL THAT THE DATASET WAS CREATED BY A FORMER EMPLOYEE WHO HAD LEFT THE COMPANY, AND LATER DATA WAS ADDED BY A NEW HIRE, RESULTING IN ERRORS IN THE PROCESS.

ANASTASIA ALSO INDICATES THAT THE BOARD HAD PROVIDED HIM WITH A DETAILED LIST OF EXPECTATIONS, AND WOULD LIKE THE PRESENTATION TO INCLUDE THE FOLLOWING:

- FILTERED DATA, REMOVING ANY ERRORS
- SUMMARY OF KEY FINDINGS FROM THE DATASET (3-5 VISUALIZATIONS) TO BETTER UNDERSTAND ATTRITION
- A CLEAR STATEMENT OF WHICH SUBSET* OF INDIVIDUALS YOU BELIEVE TO HAVE THE LARGEST IMPACT ON EMPLOYEE TURNOVER. THIS SHOULD BE DERIVED FROM THE DATASET.
- A SET OF REALISTIC AND CREATIVE RECOMMENDATIONS ON HOW THE COMPANY CAN BEST ADDRESS THE LACK OF SALES IN THE IDENTIFIED PRODUCTS AND HOW CAN THE COMPANY INCREASE PROFITS.
- THEY WOULD ALSO LIKE YOU TO OUTLINE WHAT SUCCESS LOOKS LIKE AND HOW THEY WOULD GO ABOUT MEASURING THE EFFICACY OF YOUR RECOMMENDATIONS.
- NICE TO HAVE: AN EXPLANATION OF YOUR DATA ANALYSIS STEPS AND HOW YOU CAME TO YOUR CONCLUSIONS AND OUTCOMES

YOU WILL HELP THE CEO WITH EACH OF THE ABOVE POINTS, INCLUDING THE PRESENTATION THAT SHE WILL DELIVER TO THE BOARD. STATE ANY ASSUMPTIONS CLEARLY.



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COMPANY BACKGROUND

B/YTÉ



B/yté is a company started by Anastasia, a Sauder graduate student, out of her passion for fashion. Making designs since she was 9, Anastasia began her entrepreneurial career journey in fourth year university by starting her own brand centered around unique and authentic designs. In the 6 months since she started B/yté has grown tremendously in popularity, being purchased by thousands of consumers while being one of the fastest growing clothing companies in Vancouver. Recently, B/yté has been facing issues with organization as in certain months they are unable to meet the demands of consumers due to a lack of supply whereas at other times in the year they receive little to no orders. Anastasia has data on the products but needs to figure out the popularity of each product to determine their next actions.

CURRENT MARKETING EFFORTS

Social Media

- Instagram
 - Followers: 2000
 - Impressions: 60,000 impressions a month
 - Recently created social media, but is not that active
 - Cannot order online only in person due to inexperience in creating websites

In person

Main source of sales is the in-person located in the heart of downtown vancouver

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COMPANY BACKGROUND



MISSION

To provide all individuals unique and high quality clothing that make people feel confident and comfortable in their own body. We are a community driven brand made to fulfill the needs of our customers and empower individuals to express their unique identities through sustainable, stylish, and affordable apparel.

VALUES

Quality - We want to provide the highest quality products, craftsmanship, and attention to detail to ensure that their clothing is durable and long-lasting.

Innovation - Our goal is to make a positive difference in the lives of every customer by offering unique clothing designs.

Inclusivity and Diversity - We aim to promote inclusivity and diversity in our product offerings, catering to a diverse range of customers while promoting positive social values.

Accessibility - We strive to make our products accessible to our customers, ensuring that quality and innovation are within reach for all.

Affordability - We give top priority to affordability and accessibility, striving to offer fashionable clothing at more affordable prices to ensure a wide range of our customers can enjoy our clothes.



INDUSTRY INFORMATION

The market status is set in the present day, reflecting a huge recession in the fashion industry market. With the recent boom of social media marketing and online business growing, consumers are less interested in visiting physical stores due to accessibility and convenience issues. There is also a rising social media trend of second-hand clothing and thrifting, leading customers to be more unwilling to buy from first-hand stores.

OPERATIONS

Manufacturers

- Currently ordering clothes from Germany but delivering and design of clothing takes 2 months, often leading to issues during low stock
- She has the option and is in discussions with many local and more sustainable manufacturers but is unsure whether the price increase is worth the quicker and more sustainable option

Workers

- Friends: Maria and Gertrude helped start the business with Anastasia, who is the main owner of the store. They are both managers who manage the store routinely when Anastasia is busy with the behind the scenes part of running the business.
- Employees: 2 full-time employees, not enough physical help with running the store, but cannot hire more due to expenses of wage and training

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EXHIBIT A: B/YTÉ INFORMATION

Data on all clothing purchased throughout the year is included in the attached spreadsheet. The document includes customer demographic data, item purchased, sales amount, cost of manufacturing and date purchased. Use this data to determine which product is not selling, when they are not selling and any trends in demographic purchases as evidence to your solution to drive sales.

SEE ATTACHED: B/YTÉ – STORE DATASET 2023.XLSX OR
B/YTÉ – STORE DATASET 2023.XLSX

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EXHIBIT B: COMPETITORS IN PACIFIC CENTER

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Oucci:

- Known for their high quality and expensive clothing
- Clothes act as a symbol of wealth and luxury
- Very notable and long standing brand reputation
- Has well-known A-list brand ambassadors to market products



M&H:

- Known for their cheap and affordable items
- Main demographic is high school and university students
- Lower quality clothing, but has a wide variety of options
- Is always keeping up with the upcoming trends



mARITZIA:

- Main demographic is young adults centered around women's clothing
- Wide variety of clothing from formal to everyday wear
- Notable brand reputation with relatively high quality materials
- Contains a wide selection of brands for customers to purchase



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EXHIBIT C: CUSTOMER REVIEWS

Review 1:

Demographics: Female, 45, Parent

Purchased item(s): Skirt + Crop top

Rating: ★★

Pros: My daughter absolutely loves wearing her new clothes!

Cons: Hate how the clothes aren't animal-cruelty free, was reluctant to buy.

Review 2:

Demographics: Female, 21, College

Purchased item(s): Bomber jacket + jeans

Rating: ★★★

Pros: Love how they look on me!

Cons: Quality is good but not worth it for the price. Way too expensive!

Review 3:

Demographics: Male, 26, Full-time worker

Purchased item(s): Dress

Rating: ★★★★★

Pros: Bought the item for my girlfriend and she looks beautiful. Perfect fit!

Cons: Wish the brand had a website, store location far from home.

Review 4:

Demographics: Female, 32, Manager

Purchased item(s): T-shirt + hoodie + shorts

Rating: ★

Pros: The clothes looked great on the model. But...

Cons: Clothes don't fit me, missing size options like XL, returning everything!



YOUR TASK

**WHAT ACTIONS CAN B/YTÉ DO TO
INCREASE SALES AND PROFITS?**



PROJECT DETAILS

You don't need to cover everything in your proposal outline! This is just a guide to things you should consider and include in your presentation.

- Explain the current situation, what is the issue?
- How did you analyze the data and how can you visually represent that in your presentation?
- What is the target demographic and how can it be addressed?
- What conclusion did you reach after your analysis?
- How did you use your data to come up with a solution?
- Describe your solution, how will it fix the problem?
- What is the impact of your solution?



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COMPETITION – CASE DELIVERABLES

CASE DELIVERABLES

- **SUBMIT YOUR DELIVERABLES ON 3:00 PM ON FRIDAY, SEPTEMBER 29TH, 2023**
 - **Naming Convention:** Team <#>.ppt and Team <#>.pdf
 - **File Format:** Powerpoint and PDF ONLY.
 - We recommend you take screenshots of your data analytics takeaways and embed those insights into your presentation.
 - **What to Submit:**
 - **Presentation**
 - Your slidedeck that you will use to present
 - **Presentation:** 10-minute presentation + 5-minute Q&A

*Note that your submission at 3:00 PM on Friday, September 29th, will be FINAL. No changes are allowed after submission deadline.

Late submissions will NOT be accepted.

Teams will be judged on three main categories – data analytics, business recommendation and presentation delivery.

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COMPETITION – CASE DELIVERABLES



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FIRST ROUND:

Submissions will be evaluated and the top 20 teams will be announced!

Your team will be notified via Email by 06:00 PM PST on Friday, September 29 if they have passed this round.

Teams in the top 20 will be invited to present their submission live in Henry Angus on September 30th in front of a panel of judges.

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COMPETITION – JUDGING PROCESS

| Rubric | | |
|--|---|----------|
| Criteria | Description | Points |
| Problem identification | <ul style="list-style-type: none">• Demonstrates understanding of a relevant problem space, industry, and market.• Focuses on a specific problem and identifies the impact of the problem/opportunity. | Out of 5 |
| Creativity of solution | <ul style="list-style-type: none">• The proposed solution is novel and/or original and addresses the problem/opportunity identified. | Out of 5 |
| Practicality and feasibility of the recommendation | <ul style="list-style-type: none">• High-level outline of the solution• Team justifies their choices• Realistic implementation and launch plan• Use of qualitative and/or quantitative data and analysis as support• Key milestones and/or metrics of success identified with the solution (KPI) | Out of 8 |
| Data Analytics | <ul style="list-style-type: none">• Data is accurate and used in the solution• Identify key insights from the case dataset.• Outline of the technical solution/implementation plan• 3-5 graphs are provided to better understand the data• The data analysis is described and is accurate and efficient | Out of 8 |
| Pitch | <ul style="list-style-type: none">• Pitch is engaging, persuasive, clear, and gives the judges a good understanding of the solution• The deck is well designed and easy to understand• Questions are well answered and articulated• Presentation is no more than 15 minutes | Out of 5 |

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COMPETITION – JUDGES

JUDGES



Nick Yu

Consultant



Jeffrey Peng

Strategy and Management Consultant



Nick Yu

Senior PM – Growth Leader for Microsoft
365 Consumer Applications on MacOS



Cordelia Ji

Data Analyst



Ainsley Oh

Management Consulting Associate –
Technology Strategy and Transformation



Samuel Lee

Associate, Management Consultant



Asif Shaikh

Senior Consultant, Operations,
Management Consulting



**Priyanshu
Nagar**

Technology Consultant



Chike Okwara

Business Analyst

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INTRODUCTION – PARTNERS

OUR BOOTCAMP PARTNERS



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