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RMS Use Case

Introduction

RSM US LLP is an audit, tax, and consulting firm focused on the middle market in the United States and Canada. RSM plans to hold a conference to gather Associate, Senior Associate, and Supervisor -level tax professionals together to renew working relationships, meet new colleagues hired during the pandemic, and learn about the firm's strategy.

Objective

Recommend top 3 locations to hold conferences. Time is the most valuable resource, so our priority is to minimize time away from revenue-generating work while considering travel hours. In addition, we aim to achieve the possible lowest cost for traveling and the cost of the conference facility itself and catering while maintaining both qualitative and quantitative factors.

Process

We first cleaned the dataset which includes these steps:

- Filtered the employees who are presenters and Associates, Sr Associates and Supervisor and the flights having a late night departure are eliminated.
- Joined the datasets on common subsets of fields such as Office Location, Departure city and city of the convention center.
- Locations are narrowed down based on the time resource and then on the cost of attendance.
- Identified conference centers that are cost-effective and have lesser travel time for attendees.

Results and Recommendations:

We calculated the average cost for each conference which is the sum of round ticket fare, catering, room and opportunity costs. As the result, we pick three conference centers:

1. AmericasMart Atlanta is convenient for travelers, since the average travel time is 4.5 hours. The expense is relatively low. The expected number of attendance is 1496. There are several attractions around like art center and shopping center.
2. Georgia World Congress Center is located in the heart of downtown. People can easily access the restaurant, and attractions.
3. Navy Pier, which is in Chicago, is in the lowest travel cost group. In addition, it is about 25 minutes from the airport, the parking lot is accessible. It is located close to downtown Chicago.