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MSBA 300
Spring 2023

Simulation Reflection

Prior to year 1, I methodically went through the four years of historical data. For every year in the simulation I made a template of the analysis and an excel sheet for unit cost calculations to devise a strategy to improve Blue's brand of detergent. The data driven business decisions I made for Year 4 brought major success. I correctly predicted Blue's competitors will not decrease their prices, allowing my decision to lower prices to gain the full effects of price elasticity of demand. Showing some data, Blue's demand increased from 46,058,538 in Year 3 to 61,075,866 in Year 4. Successfully selling this gave Blue operating profits of $53,419,046 (44% increase from Year 3). Additionally, the market share increased by 5%. Overall, I grew Blue's cumulative operating profits from $75.4 million in 2018 to $272.2 million in 2022.

I learned that analyzing data for the formulation of business strategy is a very arduous but necessary process. I went through each data tab and methodically applied each filter to the data to ensure nothing was missed. Each detail I thought was relevant was stated in my template. With a different approach, I would have preferred to work in collaboration on analyzing historical data. At some points during this simulation, I suffered from 'analysis paralysis.' I was unable to pinpoint on an exact strategy for some of the years due to the overwhelming amount of data. I combatted this problem by taking a break in my analysis and decision making. However, working in collaboration would have enabled me to make faster and possibly better business decisions for Blue.

In the process of analyzing the data and making business decisions, I expanded my knowledge on economic terms, economic trends, and how to effectively predict the strategy of competitors. For example, I understand the terms in and how to create an income statement to track the financial status of the company and how to make projections for future years. I learned how to make the correct business decisions to increase demand and make profits by minimizing and maximizing product pricing and volume. Lastly, I learned how to predict competitor actions by gauging how well their past strategies performed and how well Blue's strategy performed. I have a strong background in statistics and data analysis. This simulation provided me with a real world situation to apply economics and business analytics. I enjoyed running this simulation. It was a very educational experience for me to apply my current experience and topics learned in this course and I am surprised how well I have performed as a brand manager.