

STUDENT CASE COMPETITION

Phase II - Owens Illinois Business Case

Timeline

- 05/25/2017:** Teams provided with dataset for 2nd phase of the data analytics challenge.
- 09/15/2017:** Teams submit report to Owens-Illinois representatives and faculty.
- 09/29/2017:** Teams progressing to final presentation of the data analytics challenge are notified.
- 10/27/2017:** Teams present their findings at the BGSU Business Analytics Symposium.

2nd Phase Guidelines

Owens Illinois has provided the attached shipment dataset. It contains fields Sales Organization Name, Month, Material ID, Product Category, Customer Name ID, Shipment (in Tonnes), and Forecast (in Tonnes). The data is sorted by column Month. Please write a report that includes an executive summary, data analysis, modeling approaches, results, comparisons, conclusions, and recommendations based on the tasks below. Additionally, submit a separate document for any computer files created during the course to be examined by the judges. Provide clear instructions for how to use the computer codes and the order of execution. As indicated above, the report must be submitted by 09/15/2015, 11:59pm to aroy@bgsu.edu.

Your tasks are to:

1. Forecast for 2015 and 2016 based on the dataset, compare it to the O-I forecast and generate some observations.
2. Based on the above results, forecast for the next 4 months: May 2017 to August 2017.
3. Explain the reasoning behind your methods, and if the first question affected your forecast for May to August.
4. Segment our customers and products, and give us guidance on how to treat each of these segments. Please consider total sales volume, the demand of the product, and the demand of the customers.
5. Share any additional observations and comments

Report format must follow:

Margins: 1" from all sides.

Typeface: Times New Roman 12pt.

Spacing: 1.5 lines.

Captions are to be placed under tables or figures, numbered sequentially .

Document size: maximum of 15 pages, not including any appendices.

Page numbering: page number to be placed at the bottom of each page.

You are allowed to approach any faculty member (excluding Dr. Yeh & Dr. Roy) to help guide you with the written report.

Please contact faculty for any additional information:

- Arka Roy, ASOR, aroy@bgsu.edu
- Arthur Yeh, ASOR, byeh@bgsu.edu
- Jan Hartley, SCM, jhartle@bgsu.edu
- William Sawaya, SCM, wsawaya@bgsu.edu