

Challenge Data

April 2021

DSBA

SMIB

PARIS | LONDON | NEW YORK | HONG KONG | DUBAI

ESSEC
BUSINESS SCHOOL

Ekimetrics.

Challenge data: key figures for a Data & Business case challenge

2

Masters

DSBA + SMIB

3

Weeks

26 April - 17 May 2021

16

Mixed Teams

4/5 teammates

76

Students

65 DSBA + 11 SMIB

1

Business Case

Customer Analytics in charity

1

Winner Team

A worldwide organization known for its numerous missions and positive impact

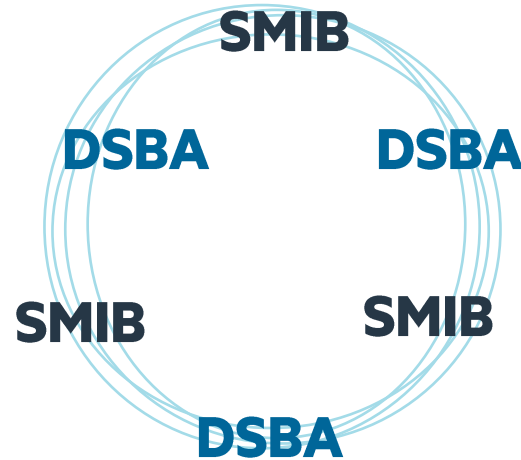
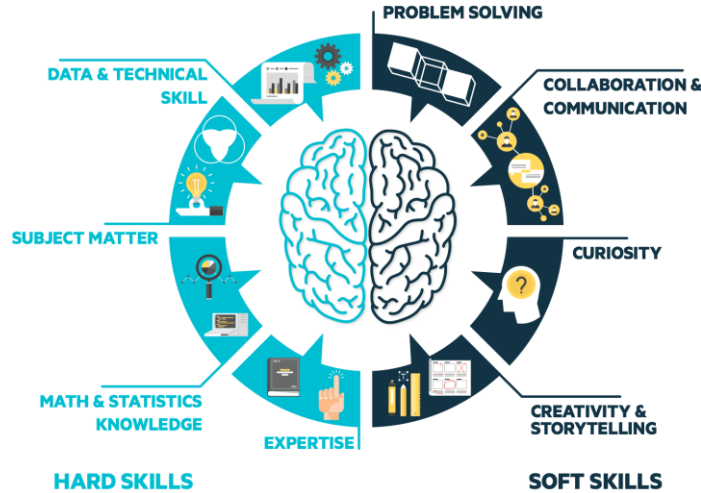


How can data science and marketing strategies be **applied and transferred to humanitarian purposes?**



Skills Required: #Excellence #Creativity #Transmission #Curiosity #Pleasure

Diverse profiles
Data + Human driven



► ANALYTICAL SKILLS TO:

- Save time
- Let data do the talking (extract value from data)
- Find better insights
- Be unbiased and rational
- Guarantee excellence in execution

► CONSULTING SKILLS TO:

- Work efficiently in teams
- Understand the client, the business and the questions
- Find relevant solutions which can be implemented
- Present messages with impact to convince
- Make brighter decisions with a strong ROI

Restitution: **17th of May** - Secure this deadline for your client to use your recommendations for his 2nd semester plan

You will have **15 minutes** per team **to make an impact** and convince the CMO

Followed by **5 minutes of challenging questions** and answers

2 juries for 2
streams of
presentations

1 selected team per
stream

1 final round to
decide the winner



Lead by Ekimetrics, a global consultancy, a pioneer and leader in Data Science

We help companies transforming their data into new business assets and **competitive advantages**. We empower the business world to make brighter decisions **through the most advanced Data Science**. We help companies build new **world-class data and analytics capabilities, to power-up their revenue strategy or business model** with Data Science.

14

YEARS
DELIVERING
EXCELLENCE

+280

DATA SCIENTISTS
WORLDWIDE

+350

CLIENTS

+50

COUNTRIES
WHERE WE HAVE
PROJECTS & CLIENTS



An aerial photograph of a dense green forest. In the center, there is a circular pond with a light blue-green hue. The pond is surrounded by a thick canopy of trees. The text "Thank you" is centered over the pond.

Thank you

Ekimetrics.