

Northwestern | Kellogg Analytical Consulting Lab





WHAT IS ACL?

ACL is an experiential data analytics course at the Kellogg School of Management, led by Prof. Joel Shapiro.

A team of 4-5 Kellogg students will help your company tackle a real-life and real-time business question, problem, or opportunity using data analytics.

Projects currently running in fall, winter, and spring quarters. All student projects are provided *pro bono*.

WHY PARTICIPATE?

Work with talented Kellogg students whose analyses generate important insights using cutting edge analytics techniques.

Solve real-world, high-value, problems that will advance your company's goals.

Access top MBA students to build your talent pipeline and build exposure in the Kellogg community.

CLIENT RESPONSIBILITIES

Scope an appropriate project with Prof. Shapiro.

Provide student access to required data, under NDA.

Serve as regular touchpoint for student team for project kickoff, 8 weekly 1-hour meetings, and final presentation.

STUDENT RESPONSIBILITIES

Provide valuable insight and recommendations that help clients achieve their goals.

Deliver a final presentation, insights, and recommendations that the client will value and be eager to share with colleagues.

Sustain the highest level of professionalism: treating you as a valued client, meeting deadlines, doing high-quality work, and communicating effectively.

“The project was extremely beneficial. Kellogg students took the analysis two levels deeper than we’ve ever gone.”

-VP of Analytics, NFL Team

“Kellogg students did an excellent job using quantitative and qualitative analysis to generate creative solutions.”

-Deputy Director of Innovation, Public Transportation Agency

“Kellogg students modeled how a collaborative and professional team should engage in analytical problem-solving in a high-functioning business.”

- Market Intelligence, Global Agricultural Firm

Sample Project



With over 60 restaurants, LMP is a highly-regarded, private equity-backed, pizzeria with aggressive plans for growth.

GOAL

Improve operational capabilities to optimize sales via:

- Measuring and improving restaurant throughput
- Optimizing delivery zones

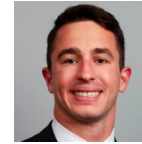
PROCESS

Over 10 weeks, this group of students analyzed 60+ restaurants throughput and delivery data to help generate recommendations for improvement. They assessed LMP's strategies, data, and key objectives as well as tested hypotheses around customer value and delivery services.

PROJECT OUTPUT

- Strategic Recommendation 1: Newly defined throughput KPIs, leading to identification of under- and over-performing stores.
- Strategic Recommendation 2: Delivery zone recommendations structured around rigorous customer valuation.
- Analytics code and dashboard deployed for production.

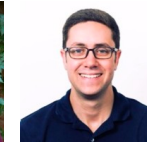
Kellogg Student Team



**Stephen
Casscells-
Hamby**



**Andi
Fischer**



**Noah
Rawitz**



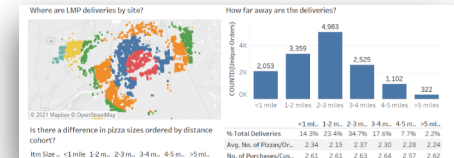
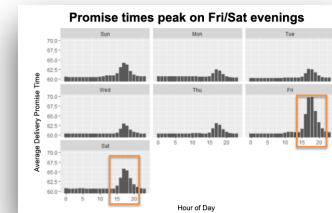
**Tejas
Joshi**



**Jack
Hefferon**

*“These students were amazing.
We tried to hire them all.”*

*Heather Stege, President of Lou Malnati's
Pizzeria and Kellogg alumna*



Other recent projects include:

Pricing strategy / optimization for clothing retailer

Increasing season ticket sales for Major League Baseball team

Crafting marketing strategy for video game & media distributor

Creating a merchandising strategy for NFL team

Developing an ROI calculator for sports marketing/sponsorship agency

Improving plasma donation recruitment for global biopharma company

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www.JoelShapiroAnalytics.com/AnalyticalConsultingLab