

UNIVERSITY of WASHINGTON

Center for Business Analytics  
Milgard School of Business

# MSBA APPLIED PROJECT



THE CENTER FOR BUSINESS ANALYTICS (CBA) IN THE MILGARD SCHOOL OF BUSINESS AT UNIVERSITY OF WASHINGTON TACOMA SERVES AS A CATALYST FOR RESEARCH, EDUCATION AND INNOVATION IN THE USE OF "ANALYTICS," "BIG DATA," AND "SMART MACHINES" FOR ACTIONABLE INSIGHTS AND BUSINESS DECISION-MAKING.



## AT A GLANCE

- > 12 Month Program Running from June to May
- > Student consultants defined Phase Deliverables
- > 3 - 6 Students per team ( 4 - 6 hourse per week per consultant )

## DIGITAL TRANSFORMATION

In today's very complex business world, many organizations have noticed that the data they own and how they use it, can set them apart from thier competitors and help them to innovate and stay in business. The Center for Business Analytics at the Milgard School of Business created a program called "[Students-as-Adaptive Innovators](#)" to help organizations co-create opportunities to engage our students to work as consultants on existing business problems or cultivate new opportunities. This program includes the [MSBA Applied Project](#) which aims to improve the processes and performance of organizations with data, analytics, design, and service thinking. These live consultative projects typically include data collection, analysis, demo, service/digital transformation plans and recommendations.

For students the challenge is to identify what relevant tool suites, analytics frameworks and emerging digital solutions (e.g. big data, mobile/ cloud/ fog/ cognitive computing, internet-of-things, social media, mobile, smart services) they deem might apply – and to get 'as far as they can' in discovering insights from the data.

This research orientation is intended to push the envelope of the student's skills into under-explored applied domains such as marketing, social media, HR, customer, sales, ERP/supply chain, logistics, operations, manufacturing, advertising, finance, retail, education, healthcare, sports, e-commerce, IT, telecommunications, hospitality/tourism, public services, or utility.

Students have been working with a diverse range of industry partners including Boeing, CHI Franciscan Health, Costco, DataCentral.US Corp., Delta Airlines, Metro Parks, SSMCP, Stellar Industrial Supply, and Turnover Intelligence.

### How it works:

Beginning in June and concluding in May, the MSBA student teams will work on a comprehensive business analytics and digital transformation applied project proposed by you. They will be dedicating approximately six hours per week (per consultant) using the skills developed in their specialized coursework that is part of a course called "Applied Project: Digital Transformation Lab." The broad theme of the project will be to address a problem domain in an area where analytic and digital solutions have not yet advanced to a point of wide-scale adoption.

## PROJECT PHASES/SCHEDULE:

- > **Phase 1 [Summer]: Discover** concentrates on industry, market and organization analysis to discover opportunities for data and analytics enabled digital transformations. This phase focuses on performing business discovery including project initiation with the opportunity, creating a communication plan, NDA & Confidentiality Agreements, and market analysis.
- > **Phase 2 [Autumn]: Plan** concentrates on processes performed to analyze, scope, design and plan the problem and solution. Topics may include, workflow/business process analysis, requirements gathering, defining scope, project plan with Agile Methodology/Kanban, data management plan, data access agreement, designate data steward, and data analysis plan.
- > **Phase 3 [Winter]: Develop** concentrates on the analytics-enabled transformation with collection, storage, analysis of data and development of digital solutions. This includes further development of the business analytics solution. Topics may include, analysis & solution design, data preparation, data modeling, analysis of data, architecture for analytics solution, and digital solution development (prototype).
- > **Phase 4 [Spring]: Deploy** concentrates on processes performed to further develop, prototype, address lessons learned, analyze findings, recognize ethical dilemmas and social responsibilities, and designing process changes for improvements. Topics may include, evaluate & improve, process change planning & management, organizational transformation, evaluate people factors for successful digital innovations, recognize ethical dilemmas and social responsibilities, and design a roadmap of the analytics-enabled transformation plan.

**MSBA STUDENTS**  
worked in diverse  
teams choosing from  
several proposals

AY 19-20 | worked on 18 out of 34 proposals |  
AY 18-19 | worked on 8 out of 17 proposals |  
AY 17-18 | worked on 9 out of 17 proposals |

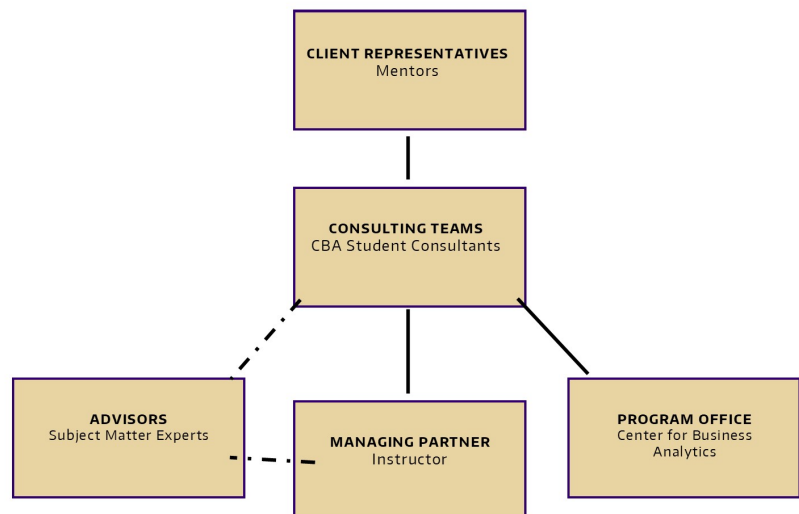
### OUR SOLUTION-FOCUSED RESEARCH APPROACH

- > **Business:** What are the problems and/or opportunities?
- > **Data:** What data and/or digital service could solve this problem?
- > **Analyze:** What models and methods can I apply to solve this problem?
- > **Revolutionize:** How to apply these concepts to your business?

## APPLIED PROJECTS: DIGITAL TRANSFORMATION

This course, simulates an actual consulting organization, Value Added Services (VAS). Within our consulting organization, a) students will be consultants and b)

“instructor” will be VAS’ managing partner. Occasionally, we may use external advisors as experts to provide feedback and strategic directions.



## PROJECTS

If you need an individual consultant or team of students to work on complex problems or make comprehensive strategic recommendations, please complete your [tacoma.uw.edu/cba/project-proposal-submission](https://tacoma.uw.edu/cba/project-proposal-submission) by June. There is no cost to you other than providing a problem or opportunity that needs to be addressed. When you are defining the proposal, please note that the project needs to include applied recommendations and implementation plans with some amount of measurable benefit and cost analysis. Questions? Please email [mcba@uw.edu](mailto:mcba@uw.edu)