

NUMBERJACK

STATLABS

Deploying Decision Management

Mr. Karim, recently moved to Dubai as the Analytics manager of Juice and Dairy Corporation (JDC), Middle east from India. The first week was understanding JDC, the second week was getting to know people and the third week was introduction to Data of JDC. After three weeks he realised the following 5 things:

1. JDC is a mammoth and a market leader and one of the most successful company in the region. It is an old company and is traditionally run. They want to be nimble and keep pace with competition.
2. The Product and Marketing team had no idea why Mr. Karim was there and what he could do, except that he is an Analytics manager and that he talks numbers
3. The data was all he had to talk to and nobody except him could hear what the data said
4. He needs to make a first impression to the management team that there is great inferences in the data through charts and numbers
5. They did not have time for him, and he had to convince them that the data talks

If you are Mr. Karim what would be three most important things that you would tell the team that the JDC data said and why?

Caution: Data Almost always tells the truth. Almost

Submission should be in the form of solution Excel sheet and a PPT (power point presentation) only. PDFs are not allowed.

The PPT should contain a maximum of 3 slides explaining the approach and findings. You can include a separate cover slide and a team profile slide.

Name both the Excel and PPT files as:

Numberjack_prelims_<College name>_<Team name>

Send your submissions to abacus@iimahd.ernet.in with subject line

Quest2014_Numberjack_<College name>_<Team name>

For submission deadline refer to the Numberjack page on the Abacus website:

<http://abacus-iima.weebly.com/>

Kindly adhere to the above rules.

For queries contact: **abacus@iimahd.ernet.in**

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