



Business Consulting Opportunities with UOB-SMU AEI

Project 482/FY17 – Customer Data Analytics

Brief Company Profile

The company is a private educational institution specialising in part-time enrichment programs for niche Malay-Muslim market.

Objective of the consulting project

The company offers part-time enrichment programs from nursery to diploma levels. It focusses on the development and enhancement of cultural, ethical, moral values and character building. Currently, it has about 11,000 students at 17 locations. Currently, performance results relating to customers are reported in aggregate and not segmented (eg by age, by demographic, by psychographic, by needs-states etc). The lack of segmented data makes it challenging for the company to truly understand its customer performance and to address its strategic priorities. Thus, it hopes to have a team onboard to optimise data analytics effectively for comparative and benchmarking information to set goals, stretch targets and improve its organisational strategies, policies and systems.

Project Scope

- Formulate a realistic framework, policies, systems and procedures for data analytics to enable in-depth analysis of demographic, psychographic, insight-based profiles and consumption data of the students and parents.
- Enable optimization of data analytics for comparative and benchmarking information to set goals, stretch targets and improve its organisational strategies, policies and systems.

Student Requirements

- **3-member** team with at least one Year 3 / 4 student
- At least one member with knowledge in Data Analytics
- At least one member to be versed with the Malay language

The team will be mentored by a [project advisor](#).

More Information

Start Date: ASAP

Duration of project: 14-16 weeks

Stipend: \$3000 per team (excluding incidental expenses incurred during the course of the project)

Working hours: Flexible working hours

Internship filing: Up to 10 weeks