



UOB-SMU
Asian Enterprise Institute

A photograph showing four students sitting on the grass outdoors, engaged in a discussion. One student is pointing at a laptop screen.

Business Consulting Opportunities with UOB-SMU AEI

Project 520/FY17 – Business Analytics

Brief Company Profile

The company is in the publishing industry with over 30 years of history.

Objective of the consulting project

The company publishes and distributes a great number of educational comics and illustrated books. Beside these, they also publish other genres such as philosophy, history, literature and culture in Asian and non-Asian themes.

Project Scope

- To develop a realistic framework and methodologies for data analytics that could enable the company to better analyse their profitability, costs, sales and other data points for marketing/strategy/business use.
- To uncover meaningful trends that could aid in their decision making.
- Conduct a comprehensive analysis of their current best titles and new product offerings

Student Requirements

- **3-member** team with at least one Year 3 / 4 student

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