Wharton Analytics Fellows
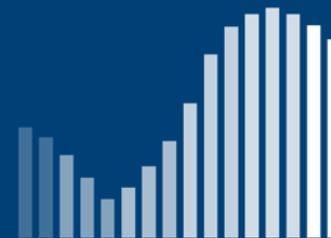
Organizational Overview

Wharton Analytics Fellows Overview

The Wharton Analytics Fellows program unites Wharton MBAs, graduate students, undergraduates, and faculty members in pursuit of a common goal: tackling our client's most complex challenges using the power of analytics

Our Mission

By partnering with Wharton's faculty and academic initiatives, we empower our consultants to solve real-world business challenges using analytical innovations

Our Clients

We have gained valuable project experience in a variety of different industries while serving corporate and non-profit clients around the globe

Program Features

- **Selective Application Process** – Applicants are screened by Wharton Analytics Fellows leadership and Wharton faculty
- **Deep Analytical Training** – Teams receive WCAI-sponsored training in SQL, R, Python, Tableau, and/or other technologies
- **Hypothesis-Driven Approach** – Tightly-knit teams are led by experienced MBAs and/or trained consultants to expedite the analysis process and quickly identify actionable insights

Current Partnerships

Value Proposition

- **Uncover analytical insights** using existing data resources
- **Crowdsource** and **pilot analytical initiatives** at no cost
- Access to **top-tier analytics expertise** through the WCAI
- Build **strong relationships** with Wharton **students** and **faculty**
- Test **work product** of **potential recruits** in a low-risk environment

Select Project Experience

- **Predictive analytics** for the San Francisco Giants
- **Sovereign default prediction model** for Citi Ventures
- **Micro-market segmentation** for Burlington
- **Employee engagement analysis** for L'Oréal
- **Player behavior predictions** for EA Games
- **People analytics** for the SEC

Program Timeline (Fall 2018)

The Wharton Analytics Fellows program runs once per semester, giving ~50 students the opportunity to gain hands-on analytics experience each year

	Applications & Placement (Sep. 2018)	Training & Deployment (Oct. 2018)	Working Period (Oct. – Nov. 2018)	Delivery & Wrap-Up (Nov. – Dec. 2018)
Current Features	▪ MBAs, undergraduates, and PhDs submit statements of interest through online portal ▪ Applications are reviewed by leadership before being placed into 4 teams of 4-6 students (~2 MBAs / grad students as Engagement Leads, ~4 undergrads as Analysts*) ▪ Teams are assigned to corporate / non-profit clients based on participant backgrounds and interests	▪ Teams undergo WCAI-sponsored training in analytical tools (SQL, R, Tableau, etc.) ▪ Project Leads (PLs) connect with stakeholders to identify objectives, explore data resources, and develop hypotheses ▪ PLs synthesize inputs and work with teams to develop project plan ▪ Workstream ownership is assigned based on team members' skills and development goals	▪ Teams leverage analytical tools to rapidly test hypotheses ▪ Findings, knowledge gaps, and requests for additional information are shared with point-of-contact on an as-needed basis ▪ Teams meet with PhDs and faculty during office hours to seek guidance and vet ideas	▪ Teams highlight key insights and quick-win opportunities in a final deliverable ▪ Special emphasis is placed on actionable next steps that will enable clients to immediately capture value using the team's findings ▪ PLs present deliverable to stakeholders over WebEx / conference call
Potential Improvements	▪ **Scale Program** – Increase the number of clients we're able to serve by fielding additional teams ▪ **Segment Clients** – Tier projects by difficulty levels or functional areas (i.e., "People Analytics", "Data Visualization", "Machine Learning") ▪ **Build Penn Partnerships** – Form relationships with Engineering / Data Science departments to increase cross-campus collaboration	▪ **Leadership Training** – McNulty personnel teach management skills to project teams ▪ **Partnerships with Consulting Firms** – Consulting firms teach relationship dev., project management, and analytical skills to student teams	▪ **Faculty Training / Mentorship** – Offer specialized trainings / mentorship opportunities for students by pairing teams with Wharton / Engineering faculty ▪ **Mid-Point Reflections** – Send self and peer evaluations out to student participants; ask PLs to facilitate in-flight feedback sessions with their group members based on results	▪ **Feedback Surveys** – Gather feedback from clients and students to improve program experience for all involved ▪ **Community Presentations** – Host a 'lunch and learn' for teams to present their final deliverables to other Fellows; ask faculty to judge the presentations and offer prizes to winning teams

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Stakeholder Benefits

In addition to benefiting its student participants and consulting clients, the Wharton Analytics Fellows program will also add value to Wharton's premier research institutions

Corporate, Start-Up, Non-Profit, & NFP Clients	Baker Retail / People Analytics / WCAI	Wharton / Penn MBAs and PhDs	Wharton / Penn Undergraduates
▪ **Gain analytical insights** into existing data resources	▪ **Build the Wharton brand** within the analytics ecosystem	▪ **Build the Wharton brand** within the analytics ecosystem	▪ **Build the Wharton brand** within the analytics ecosystem
▪ **Crowdsource** and **pilot analytical initiatives at no cost**	▪ Cultivate corporate relationships to **win new grants / sponsorships** and **reward existing partners**	▪ **Cultivate relationships** with **potential employers**	▪ **Cultivate relationships** with **potential employers**
▪ **Explore analytics best practices** to incorporate into future efforts	▪ Develop **lasting relationships with students** who will go on to have promising careers (and **future sponsorship opportunities**)	▪ **Leave with interview stories** of leadership, drive, and managerial ability	▪ **Leave with interview stories** of leadership, drive, and analytical reasoning
▪ **Access to expertise** that may far exceed company size/scale		▪ **Develop skills** needed for managerial roles	▪ **Develop analytical skills** by applying learned techniques to real-world problems
▪ Build **lasting relationships** with Wharton **students** and **faculty**	▪ **Enable academic research** as exiting Fellows explore new Penn research opportunities	▪ Gain **hands-on analytics** and **consulting experience**	▪ Learn to **manage expectations** and **drive results**
▪ **Test work product of potential recruits** in a risk-free environment	▪ **Attract new students** to other program offerings (i.e., People Analytics Conference)	▪ **Build network** within the undergraduate community	▪ **Build network** within the MBA / PhD community
	▪ **Engage alumni** network	▪ **Earn academic credit** through the FAP program*	▪ Opportunity to **shift into Project Leader role** after year 1
	▪ **Support student initiatives**		▪ **Earn academic credit** through the FAP program*

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Student FAQ (1 of 2)

What skills do Fellows take away from their experience?
Analytics Fellows grow in three key areas:

1. **Project management**: Creating a structured project timeline; coordinating with a team to tackle the engagement from all angles; presenting information to stakeholders in an effective manner; adopting agile methodology to drive success.

2. **Client relations**: Learning to set and manage expectations; managing relationships during difficult situations (e.g., miscommunications, missed deadlines); keeping the client engaged.

3. **Technical expertise**: Identifying which analytical tools best solve a given problem; coding in a statistical language; creating implementable solutions to drive client impact.

When / where can I apply?
Visit http://wcai.wharton.upenn.edu/wharton-analytics-fellows-get-involved/ and click "Apply Here" under "For Students" to apply. Applications for Fall 2018 are open and are due 9/12 at 11:59pm.

What are the application requirements?
In short: explicit technical skills are *not* required, but are certainly a plus.

While we do not require our applicants to have specific technical skills (e.g., being able to code a Random Forest model in Python), we do look for candidates that have demonstrated their interest in analytics / analytics consulting through their professional or extracurricular activities. We believe this "demonstrated interest" is a strong predictor of success, and we hope our applicants will speak to any relevant experiences in their written application.

What is the time commitment for this program?
Weekly time commitments vary from project to project, but we'd advise participants to budget 2-5 hours per week for this program (with some weeks being much lighter than others). See slide 3 for an approximate timeline.

I don't have any experience in analytics or programming; can I still apply?
Once again, no prior experience in analytics is required. We expect accepted Fellows to go through WCAI-sponsored training in R, SQL, Python, and/or Tableau (dependent on client needs).

What happens after I submit my application?
We will send out interview requests to selected applicants within 3 days of the application deadline. Final decisions will be released shortly thereafter. The full timeline can be found in the introduction to the application.

Who do I reach out to with questions or feedback?
Email us at whartonanalyticsfellows@wharton.upenn.edu; we'd love to answer any questions you may have.

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