Practice Meets Academia: How Industry & Universities Can Collaborate

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The Mission

Create and Disseminate Knowledge
Educate Students
Engage w/ Practice

Marketing Analytics Center
Engaging w/ Practice

Innovative Research

Student Engagement

ATLANTA UNITED FC

InterContinental Hotels Group

?
Atlanta United – Experiential Learning

IMPACT Project
• Survey-Based
• External Data
• STP

Corporate Engagement
• Bi-weekly Meetings
• Presentation at HQ

Analytics Techniques
• Factor Analysis
• Disparate Data
Atlanta United

More Course Projects
• ATL Sports Survey
• Optimal Striker Age

Course Speakers
• Ann, Kevin, Carlos, Lucy

Innovative Research
• MLS Draft
• Transition Factors*

Profiling Luke Boden

<table>
<thead>
<tr>
<th>Factor Number</th>
<th>Factor Description</th>
<th>Luke Boden Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACTOR 1</td>
<td>FB involved in build-up play</td>
<td>Exceptional</td>
</tr>
<tr>
<td>FACTOR 2</td>
<td>Advancing FB</td>
<td>Average</td>
</tr>
<tr>
<td>FACTOR 3</td>
<td>Shooting FB (attack minded)</td>
<td>Slightly below</td>
</tr>
<tr>
<td>FACTOR 4</td>
<td>Attacking FB who carries the ball</td>
<td>Slightly Below</td>
</tr>
<tr>
<td>FACTOR 5</td>
<td>Targeted in aerial duels (small FB?)</td>
<td>Average</td>
</tr>
<tr>
<td>FACTOR 6</td>
<td>Aerially strong FB - threat at SP’s</td>
<td>Slightly below</td>
</tr>
<tr>
<td>FACTOR 7</td>
<td>Strong tackling FB</td>
<td>Below Average</td>
</tr>
<tr>
<td>FACTOR 8</td>
<td>Efficient in possession</td>
<td>Average</td>
</tr>
<tr>
<td>FACTOR 9</td>
<td>Attacking FB - Effective crosser</td>
<td>Slightly Above</td>
</tr>
</tbody>
</table>
IHG Drivers of Satisfaction – MAC Project

IMPACT Project
• Data from 2MM Customer Surveys
• Overall Satisfaction as a measure of hotel success
• Discovered factors that drove satisfaction
• Recommendations based on analysis
IHG

Marketing Analytics Consultancy
• Reservation Agent Efficiency

Academic Research
• Loyalty Program Evaluation

Alumni Engagement
• Eric Schmidt
Now and Next

Influential Analytics

Amazon Web Services