Company Name:	Pizza Hut Europe & UK
Team / Department:	Financial Planning & Commercial Analysis
Address:	St Albans

Provisional title for project:

The CDRC Consumer Data Challenge

Short abstract of what the project would probably entail, and the data to be used:

Pizza Hut are pleased to offer 2 candidates the opportunity to work on their rich consumer data with the support and joint-supervision of staff at their financial planning & commercial analysis team. Students are invited to submit applications which demonstrate how they intend to work toward any of the 8 suggest topics below and why they are suitable candidates. Some tips have been provided. Students are welcome to apply for more than one topic, but this will require separate application forms.

1. **How can we optimize our delivery labour model?** In this case, students could dig into transaction data & tradezone data to create a proposal for the best way to schedule labour per store based on those metrics.
2. **What is the optimal delivery tradezone in the UK?** Students would use geographic data & transaction data to understand sales potential, and then map out our tradezones against this. They may recommend many things – for example, reducing trade zones etc.
3. **Potential For New Concept Fast Fast Casual Model** – look at UK (and even Europe Fast Casual Delcos) and dig into transaction data, geographic data and demographic data to understand how we may grow both fast casual delco and delivery stores.
4. **What is Late night Sales or late night trade zone pooling potential?** Students would look at store details, transaction data, tradezone data to understand sales potential for late night sales and how we may actually 'pool' tradezones to optimize profit structure.
5. **Driver Pooling / Dispatch Potential?** Similar to sales night potential, students would look at transaction data and geographic data to understand how we could better pool drivers to deliver orders.
6. **Aggregator Potential?** Look at delivery & dine-in stores to understand potential of aggregators based on transaction / geographic / demo data. This could even be combined with other analysis (i.e tradezone analysis) to understand if there are certain areas of the tradezone that should be reserved for aggregators versus our own drivers if we wanted to pursue an end-to-end solution with aggregators.
7. **New concept potential – 'hidden' stores dedicated to delivery only.** The student could look at the data related to these stores and understand market potential for this store in the UK (and beyond – France / Germany are of particular interest).
8. **How is sales impacted by poor customer experience?** In this case, students could dig into operations metrics, tradezone metrics and customer data to understand what are key drivers for poor experience and propose the biggest size of prize to go after from an ops standpoint.

Essential and desirable skills that the student would need to have:

Essential skills (NB): Excel, Analytics, Basic knowledge of revenue / costs / profit, presentation & communication skills **Desirable:** a strong sense of curiosity!

Preferred degree programmes (if any):

Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings?

We'd be happy to have this student come to our office for the duration of the project as it would be enriching to meet cross-functional partners. That being said, at least 1-2 days on site would be enough to make the project successful.

Any issues of data confidentiality and IPR that would need to be resolved?
(e.g. Would there be any restrictions on the Master's dissertation or academic publication arising out of the work?)

TBC

Preferred selection method

Telephone and skype. Face to face is a bonus.

support and training offered by the company

We will coach and mentor this student, and would be happy to spend at least a couple of hours a week with the student. If the student is onsite, we can offer more time.

Financial assistance offered by the company

I agree to pay the student £500 (plus travel expenses) …

Any other comments

Lot's of free pizza in the office 😊

For details on how to apply, please visit:
https://www.cdrc.ac.uk/retail-masters/details-for-students/