



Company Name:	Yum / Pizza Hut
Team / Department:	Finance
Address	Building 2, Abbey View, Everard Close, St Albans AL12QU

Provisional title for project:

What is the optimal delivery trade-zone in the UK?

Short description of the problem that would be addressed by the project:

The students will use data to determine the optimal size trade-zone and an indication of the point of diminishing returns in terms of extending the trade-zone and increasing drive time.

Short description of the data sources that would be used in the project, and how they would be used.

The student will use geographic, transaction, customer satisfaction and profitability data. The core data sets will be provided by Pizza Hut, with contextual data available from elsewhere, including the Consumer Data Research Centre (CDRC).

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

No

Any issues of data confidentiality and IPR that would need to be resolved

Yes

Essential skills

Excel, Analytics, Basic knowledge of revenue / costs / profit, presentation & communication skills

Desirable skills

A strong sense of curiosity!

Preferred degree programmes (if any)

Preferred selection method

Telephone and Skype interviews.

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

The organisation will pay the honorarium (£500)

Travel or other expenses will be incurred and will be reimbursed as appropriate

Any other comments

Lots of free pizza in the office 😊