



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

**Provisional title for project:**

How are sales impacted by poor customer experience?

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

The students will identify and investigate the key drivers for poor in restaurant experience and propose how to identify failing stores and what initiatives could be developed in order to help them.

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

The student will dig into operations metrics including transaction data, trade-zone metrics and customer data in order to identify and view patterns of relatively poor customer experiences.

**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**

Lot's of free pizza in the office 😊