

MASTER OF MANAGEMENT IN ANALYTICS

 McGill MMA |  DESAUTELS

McGill
MMA (Exp)
Industry
Partnerships

A photograph of three business professionals in a meeting. A man in a dark suit and tie is on the left, looking down. A woman in a light blue shirt and glasses is in the center, looking at a laptop. A woman with blonde hair and glasses is on the right, looking towards the center. The background is a blurred office setting.

MMA (EXP)

Industry Partnerships

01

Why McGill MMA?

02

Experiential
Projects

03

Past Clients

04

Industries

05

Use Cases

06

Partner with MMA Data Philanthropy

07

01

Why McGill MMA?

As core to our program, students engage in experiential projects with industry professionals. Through our 1000-hour, zero-fee engagement opportunity, McGill MMA students have worked on over 30 consulting projects with clients in a wide variety of industries.

Reasons to Engage with Us:



MMA Skill Set

Students in our program further refine their knowledge of coding (Python, R, SQL, noSQL, Hadoop, etc.) and database management systems. MMA courses solidify their skills in our three pillars of education: advanced statistics, technology, and business strategy.



MMA^(EXP) Analytics Consulting Projects

Solve significant data & analytics problems aimed to boost your top or bottom lines. A team of McGill MMA students will work with you to produce results according to your organizational needs.



Diverse Student Backgrounds

The diverse experiences and skills McGill MMA students bring to the table enrich the potential for innovation and new insight. We recruit students with backgrounds in Math & Science, Statistics, Computer Science, Engineering, Business Commerce, and more!



Exposure to State-of-the-Art Technology

Industry Tech days and extracurricular activities expose McGill MMA students to Microsoft Azure Cloud APIs, SAS, Google Cloud Machine Learning Tools, IBM Cloud, and other essential tools.



The McGill MMA program

The McGill Master of Management in Analytics (MMA) degree is a one-year specialized program that addresses the growing need for data & business analytics to optimize organizational decisions in a variety of managerial settings

Both in the classroom and on the ground, McGill MMA students enhance their skills in analytic accuracy, data-efficient technology, and business strategy with experiential learning being at the core of the program.

02

MMA^(EXP) Analytics Consulting Projects

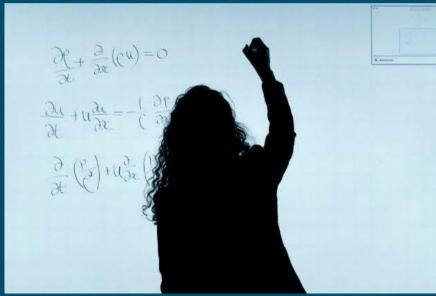
Work with a team of 4 to 6 McGill MMA students on your data analytics projects through our zero-fee consulting engagement opportunity.

Your team will consist of the following student specialists:



Business Strategist

What is the problem?
How do we solve it?



Data Analyst/Modeler

Identify core data needs
Define formulas/algorithms



Data Engineer/Coder

Automate data sourcing
Integrate solution components



Visualization/UI Designer

Design front end for best user adoption
Articulate User Experience

What we can do for your organization

Back End - Data pipeline

Project

Data Acquisition, cleansing and management.

Client Pain Point Example

Lots of different data types in a non-structured manner.

Analytic Solutions

- Multi-User Access Solution
- Design of automated meta-tagging and organizing
- ETL Pipeline Automation
- Data Procurement Automation
- Modeling / Dashboarding Automation



Middle End - KPI / Predictive Model

Project

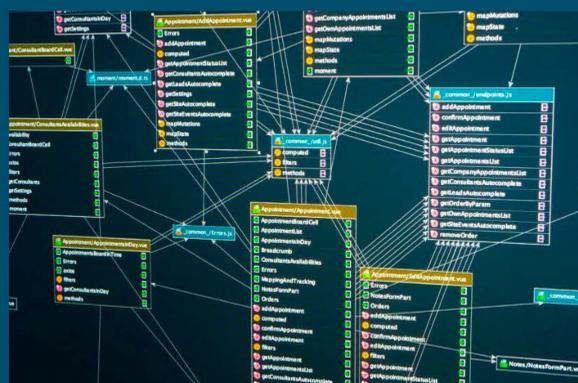
Demand Forecast Predictive Modelling.

Client Pain Point Example

Largely manual process matching multiple criteria.

Analytic Solutions

- Optimization engine that gives recommended schedule
- Data pipeline that sources root data automatically
- Descriptive/KPIs
- Predictive
- Prescriptive/Optimization



Front End - User Dashboard

Project

Visualization Dashboarding for various Stakeholders.

Client Pain Point Example

Staff/Students need to refer to many platforms to find space.

Analytic Solutions

- Singular interface for search and booking
- Technical plan for production implementation
- Interactive Dashboards
- Smart Mapping & Geolocation
- Data Strategy



03

Past Clients

Corporate Partners



Community Partners



04

Projects by Industry



Financial/Insurance

Process Optimization, KPI Determination & BI Measurement, Fraud/Anomaly Detection, Customer Segmentation & BI Measurement



Consulting/Technology

Process Optimization, Fraud/Anomaly Detection



Telecom/Entertainment

CRM Automation, Process Optimization



Healthcare/Pharma

Predictive Forecasting & Decision Automation, CRM Automation



Industrial/Manufacturing

Visualization/Smart Dashboarding, Predictive Forecasting & Decision Automation, Fraud/Anomaly Detection, Process Optimization



Public Sector/NGO

Data Management Automation, CRM Automation, Predictive Forecasting & Decision Automation



Retail/Marketing

Customer Segmentation & Market Expansion, Data Management Automation, CRM Automation



Startups/Other

CRM Automation

Students also have the opportunity to provide their expertise to small and medium-sized community projects. Learn more about our data philanthropy initiatives.

05

Projects by Use Case



KPI Determination & BI Measurement

- Carrier Profitability Forecasting
- Customer Lifetime Value Estimators

Customer Segmentation & Market Expansion

- Market Expansion - Small & Medium Enterprises
- Product Assortment Promotions & Customer Engagement Strategy

Data Management Automation

- Data Procurement Automation & Customer Segmentation
- Data Pipeline Development & Channel Expansion

CRM Automation

- OEM-Supplier Matching Scorer
- CRM Automation using IBM Watson
- PR Event Impact Evaluation Automation
- Delivery Predictions & Supplier Performance Scorecarding
- Product Recommendation & Bundling Engine
- Supply Chain Disruption Predictions

Predictive Forecasting & Decision Automation

- Predictive Maintenance & Alert Automation
- Public Media Topic Modeling & Media Channel Optimization
- Aftermarket Warranty & Repairs Budgeting Optimization
- Price Prediction Forecasting & Order Optimization
- Smart Search for Repair Accuracy
- Supply Chain Delivery Predictions

Fraud/Anomaly Detection

- Anomaly Detection
- Component Failure Predictions
- Fraud & Piracy Detection
- Loan Default Prediction & Early Warning Signalling
- Market & Sales Expansion
- Marketing Effectiveness Attribution Modeling
- Shopper Loyalty Segmentation

Process Optimization

- Public Transportation Route Optimization
- OCR & Industry Sentiment Analysis
- Direct Maintenance Cost Optimization
- Customer Churn & Herd Anomaly Detection
- Customer Churn Predictions & Business Line Performance Trends

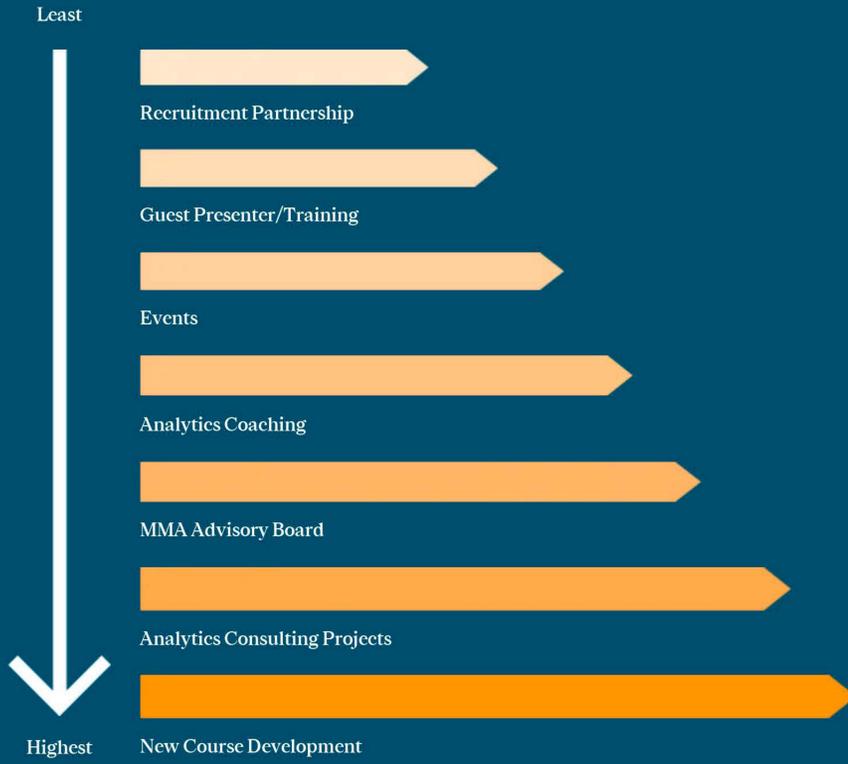
Visualization/ Smart Dashboarding

- Smart Mapping & Real Estate Leasing Pattern Identification

06

All Partnership Opportunities

McGill's MMA program currently offers the following partnership opportunities in order of least to highest engagement intensity.



Get Involved with McGill MMA!



Recruitment Partnership

Enjoy a pre-selection of stronger candidates and further develop your analytics and technology hiring pipelines.



Guest Speaker/Training

Expand your brand awareness via in-class guest lectures.



Events

Expand your brand awareness via industry panels or networking events.



Analytics Coaching

Share technical and business expertise to future hires and/or industry projects.



MMA Advisory Board

Help shape the academic-to-industry transition. Our current board includes members from Deloitte, Google, Microsoft, SAP, and more.



New Course Development

Assist in building new courses based on your unique expertise and market/industry need.



Analytics Consulting Projects

Work with a team of 4 to 6 McGill MMA students on your data analytics projects through our **zero-fee consulting engagement opportunity**.

07

Data Philanthropy

McGill MMA students can complement their corporate projects by using their data expertise to give back to the community. Community projects have been pursued in the following industries:



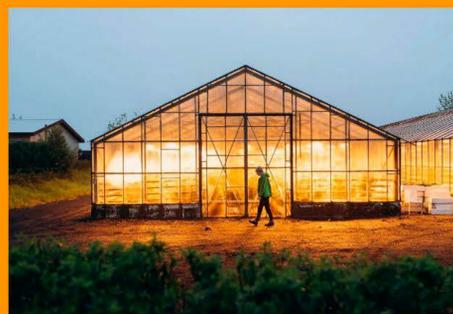
Public Sector/Government

- Share the Warmth
- Canada Service Corps (Apathy is Boring)
- United For Her



NGO/Social Services

- Ascend Fund Raising Solutions
- Cercle API - CQIC Centre Québécois d'innovation en commerce
- Workland
- ELLA Accelerator
- AQHSST (Association Québécoise pour l'Hygiène, la Santé et la Sécurité du Travail)
- McFAC 2



Health/Nutrition Services

- Lufa Farms
- Écosystèmes Alimentaires Urbains (EAU)
- Montreal Food Data Portal (Dawson College)
- iKURE,
- Montreal Children's Hospital
- Place du Marche
- CNIB (Canadian National Institute for the Blind)



Startup/SME

- Ova.Ai
- Beam Me Up Labs
- MUTEK
- RB Event Services Inc
- Dataraction
- METL Solutions
- Qarrot



Social Innovation

- WeVillage
- MCCHE - McGill Centre for the Convergence of Health and Economics
- Turbodega



Community Building

- Borg Design Management
- Charity Intelligence Canada
- We3
- Santropol Roulant



Education/Research

- Conflict Analytics Lab Queens University
- Sustainable Projects Fund (McGill)
- McGill Experimental Medicine
- McGill Alumni Relations & MCCHE



Charity/Foundations

- McGill MasterCard Foundation (MCF)

Learn more about our past community projects!

Business
for change

MADE
by McGill

[Send us an email](#)

[Visit our website](#)