

# FAECTOR Consultancy Project 2021

Learn, analyse and advice

The FAECTOR Consultancy Project of 2021 is almost there. During this exciting project, you will get acquainted with consultancy in a practical setting. In a group of 5 to 6 students, you will be helping one of the selected non-profit or (semi-)governmental organisations with a data related case. To guide you through this process, you will receive training and group-specific coaching from a professional consultant at an established consultancy firm. This creates a win-win situation: you will receive education and practical experience, and the participating organisations receive a good analysis and advice on their problem. The project starts with a kick-off on the 29th of March and runs until the 20th of June.

## Organisations

This year, two high-quality organisations have joined the FAECTOR Consultancy Project:

### 1. *The Ocean Cleanup*

“The Ocean Cleanup, a non-profit organisation, is developing advanced technologies to rid the world’s oceans of plastic. When we have achieved our goal of a 90% reduction in ocean plastic, our project is finished and our work will be done.”

To clean up the oceans as effectively as possible, The Ocean Cleanup wants to optimise its fleet strategy for the service vessels. They are facing a few challenges, and they would like to get some first insights into the needed service fleet. Since this includes multiple aspects, you will discuss which challenges you are going to tackle with them. **This case is related to Logistics.**

### 2. *Dutch Heart Foundation*

“Our mission: beating cardiovascular diseases. The amount of patients is growing and we find that unacceptable. Doing nothing will result in half a million extra patients the next 10 years. The growth must be stopped.”

As a charitable organisation, the Dutch Heart Foundation is reliant on structural donations. It will be your task to design a model that estimates the probability of a campaign being successful on certain people. This will allow them to campaign more effectively and raise more money at a lower cost. There are two separate cases, such that two groups of 5 will be helping the Dutch Heart Foundation. **These cases are related to marketing.**

## Coaches

To guide you through the consultancy-process, every team will be assigned a coach from an established consultancy firm. You will have bi-weekly meetings with this coach, and he/she will be there to help you think about the steps you should take, different models, make sure you're on track, and answer more general questions about consultancy. The following firms will be providing a coach:

### 1. **MICompany**

MICompany is an AI-based consultancy firm, specialised in Machine Learning and data-science. Many econometricians have found their way to MICompany. Some of their customers are: Nike, eBay, Heineken, and many more.

### 2. **Amsterdam Data Collective**

Amsterdam Data Collective is a full-stack and data-driven consultancy team. They are active in the Financial, Retail, Healthcare, and Public Sector. Their AI-driven approach has helped many companies grow and governmental organisations shape better policies.

### 3. **BLOOM Consultancy**

BLOOM is providing consultancy services and training for people and organisations who are actively working on societal improvement. Some of their clients contain: Aids Action Europe, Oxfam Novib, and the Helen Dowling Institute.

## Trainings

As a consultant, you will need the necessary soft- and hard skills to help your clients with their problems. Therefore, you will receive three training sessions from three different consultancy firms, which will help you to acquire the skills and knowledge necessary for the project. The following three training sessions will be given:

### 1. **General Consultancy Process Training (Amsterdam Data Collective)**

In this training, you will gain an understanding of the general process in consultancy. What are the different phases and how much time should we spend on each of them? During the training, you will start on a plan of action for the rest of the project.

### 2. **Data Visualization (MICompany)**

To inspect and present data, you will need to be able to visualise it. Data-visualisation is key to making your results presentable to and understandable for the client. In this training you will learn various techniques to interpretably visualise your data.

### 3. **Storylining (GUPTA Strategists)**

As an econometrician, sometimes we are stuck in our data-driven bubble. Everyone outside of this bubble has little understanding of the jargon and statistical terminology we use.

Therefore, it is important to find a way to formulate your thoughts and results such that the client knows what you're talking about and feels involved in the process. This training of GUPTA Strategist will focus on this aspect of consultancy.

## Application

To apply for the FAECTOR Consultancy Project, you must upload your CV, gradelist, and motivation letter (max 700 words) on the FAECTOR website at the “FAECTOR Consultancy Project 2021” event. The selection will mainly be based on your motivation letter, so do not hesitate to apply even if you think your grades are low. In the motivation letter, please include a ranking of your most preferred organisations (i.e., 1. Hartstichting, 2. Ministry of Social Affairs & Employment, 3. The Ocean Cleanup) with a more elaborate motivation for your first choice. Please also include whether you’ll mainly be residing in the Netherlands or abroad in the period 29th of March - 20th of June.

## Week-by-week schedule

	Activity	Description	Hours
Week 1: 29/03 - 04/04	Kick-Off	Organisations will present themselves and the cases	1
	Training	General Consultancy Training - Basic Skills & Process Management	2
	Orientation	Getting acquainted with the case, organisation and the data	3
Week 2: 05/04 - 11/04	In-Take	Students will have an in-take session with their respective organisations	1
	Coaching session	Students will meet and brainstorm with their coach	2
	Proposal	Students will write and hand in a proposal/plan of action for the coming weeks	4
Week 3: 12/04 - 18/04	Project	Students will start investigating and cleaning the data	5
Week 4: 03/05 - 09/05	Training	Data Visualization Training	2
	Project	Students will progress with their plan of action	4
Week 5: 10/05 - 16/05	Midterm Report	Hand-in report to review progress and explain the course of the next 5 weeks	5
Week 6: 17/05 - 23/05	Discussion of Report	Students will discuss the report with the organisation and incorporate further wishes	2
	Training	Storylining Training	2
	Project	Students will continue working on the project	3
Week 7: 24/05 - 30/05	Project	Students will continue working on the project and start writing their final report	5
Week 8: 31/05 - 06/06	Project	Students will continue working on the project and start writing their final report	5
Week 9: 07/06 - 13/06	Final Report	Students will finish their final report and submit it to the organisation and committee	5
Week 10: 14/06 - 20/06	Final Presentation	Students will prepare and present their findings to the other students and organisation with room	5

		for discussion	
	Closing Drink		
		<b>Total expected workload</b>	<b>56</b>