

Analytics in Action: a Masterclass

[Analytics in Action](#) pairs fast growing companies with highly motivated Columbia MBAs and Engineers to collaborate on intensive 12-week data science projects. Firms provide real data, instructors provide hands-on guidance, and student teams provide the horsepower to generate real insights (and a valuable recruiting pipeline).

Corporate alumni include Viacom, CitiGroup, Zipcar, l'Oreal, BarkBox, Good Uncle, Moody's Analytics, Plated and more. The masterclass is taught by [Brett Martin](#), a venture capitalist at [Charge Ventures](#), and [Daniel Guetta PhD](#), a former computational engineer at [Palantir Technologies](#), and Director of the Business Analytics Initiative at Columbia.

Request for Proposals

We are currently looking for companies to partner with for the Fall of 2019 (**September 2019 – December 2019**). Companies selected to partner with us would

- be allocated a team of 3-6 MBAs and Engineers to work on a data-analytics-related project of the company's choice over a twelve week period,
- have an opportunity to present to the entire class of MBA and Engineering students during our Company Showcase, and
- have unparalleled opportunities to observe MBA and Engineering students at work in a real-world problem-solving scenario for recruiting purposes.

Once projects are identified and data is provided to our students, the time commitment would be minimal. Specifically, corporate partners would

- work with us to identify a business problem of interest,
- provide a dataset for students to use in tackling the business problem of interest (data may be anonymised as appropriate, and students will sign nondisclosure agreements as required),
- have all data secured BEFORE the first day of class,
- send a company representative to attend our company showcase on **September 3rd 2019, 5pm-7:15pm at Columbia University** to describe the company and the project to students (students will choose their projects based on company presentations during the showcase),
- designate a company employee to act as the primary point of contact with student teams; this individual would minimally commit to a weekly 30 minute phone-call and to hosting the students at the company's offices for two one-hour presentations – one halfway through the project and one at the end, and
- provide brief feedback to the instructors at the end of the project on students' performance.

For more information

Interested companies should peruse our [Request for Proposals form](#) and get in touch with one of the two instructors to begin the process:

- Brett Martin, blm2150@gsb.columbia.edu
- Daniel Guetta, guetta@gsb.columbia.edu