



PROJECT ANNOUNCEMENT: Retail Store Segmentation and Inventory Policies: Case Study of Meta Reality Labs

The College of Business Administration's **Singelyn Center for Innovative Analytics** is pleased to announce an opportunity to work on a supply chain analytics project pertaining to retail store segmentation and inventory policies in partnership with **Meta Reality Labs**. The project description and criteria are listed below.

Interested students, please submit your **application**, **resume and unofficial transcripts** via email to **Singelyn Center for Innovative Analytics** (<u>cbaanalytics@cpp.edu</u>) by **Friday Feb 24**, **2023**

Meta Reality Labs US Retail Store Segmentation and Inventory Stocking Policies Project

Background

Meta Reality Labs creates technologies for more connected and collaborative environments such as Augmented Reality (AR) and Virtual Reality (VR) hardware, software, and content, including Meta Quest 2, Meta Quest Pro headsets and VR Accessory devices. The supply chain analytics project goals are to segment US retail stores and determine inventory stocking policies to maintain desired service levels. The Singelyn Center is recruiting a team of 5-6 students to work on the project during the Spring 2023 semester (March to mid-May).

Description

Students will work with a team from Meta Reality Labs, and faculty advisors Dr. Mehrdad Koohikamali, Dr. Rita Kumar, and Dr. Honggang Wang. The key project steps are:

- Understand current supply chain structure and processes as they relate to US Retail stores (store locations and distribution network, lead times)
- Segment US Retail stores by different classifications, and compare across retailers
- Location analytics of high selling retailers Meta VR products
- Identify key metrics to measure channel inventories
- Develop inventory stocking policies to maintain desired service levels
- Analyze policies for retailers that sell both online and in stores

The project will include analytics using data provided by Meta Reality Labs.

Why Apply?

- Practical business analytics in real-world situations
- Hands-on experience, learning from a leading-edge company in the AR/VR environment
- Developing teamwork and communication skills

Criteria

- Junior, Senior, or Graduate Student
- Minimum 3.0 GPA
- Available 6-8 hours per week March through mid-May
- Coursework/background in analytics/supply chain/optimization/mathematical modeling preferred

Questions?

Please email Dr. Mehrdad Koohikamali (<u>mkoohikamali@cpp.edu</u>), Dr. Rita Kumar (<u>adkumar@cpp.edu</u>), or Dr. Honggang Wang (<u>hwang@cpp.edu</u>)