

Bachelor Thesis: Design of Analytics-based Services

“Information is the oil of the 21st century, and analytics is the combustion engine”
(Sondergaard, global head of research at Gartner Inc.)

Background

Organizations find a wide range of possibilities to improve their decision making using data and analytics. A new trend in this context is “analytics-based service innovation”, the use of customer-facing data and analytics to enrich products and services with the intent to add value for customers.

While academic literature offers tremendous guidance for companies using analytics for *internal*, company-wide decision making and process improvement, little is known about how companies should use analytics *externally* to advance products and services by generating customer value.

Goal of the Thesis

The goal of this thesis is to synthesize existing research and derive principles and concepts on the use of data and analytics in an organizational context. Using research methodologies to structurally review academic literature a theoretical grounding shall be established on which future concepts for analytics-based service innovation will be developed. For this research projects we are looking for outstanding bachelor students to support the project.

Skills required

- Ability and willingness to learn new research methodologies
- Very good time management and organizational skills
- Interest in data science and analytics and its application in practice
- English skills

If you are interested to work in a challenging and rewarding environment for your bachelor thesis, please contact ronny.schueritz@kit.edu providing your CV and transcript of records.

We are looking forward to your application!