




HEC
MONTRÉAL



Consulting mandates in

Business Intelligence

Master of Science (MSc)

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hec.ca/en/msc

A solution to your management challenges, especially in times of crisis

Each year, businesses and organizations like yours benefit from the expertise of HEC Montréal's [Master of Science \(MSc\)](#) students by welcoming them to their offices to provide targeted consultation.

In the midst of the ongoing crisis caused by **COVID-19**, our students, with support from HEC Montréal faculty, are part of your company or organization's solution. They can help you better understand the impact of the crisis on your company or organization, suggest innovative solutions and strategies to help you manage the effects, and plan better for what is to come.

More generally, our students can help you solve a management problem, or identify business opportunities in the market.



Qihua Liu
MSc student

More than an internship

- A professional service offering, under the supervision of an HEC Montréal professor
- Access to best practices, and a strong understanding of current management issues
- Fingertip access to expertise in the various fields of management covered in the 20 program specializations
- 405 hours of work performed over one term (12 weeks)

When you offer a student the opportunity for a consulting mandate within your company or organization, you are offering them the chance to conduct a large-scale project that is tailored to your needs and can take on different forms:

- Assessment of the situation;
- Support in planning and implementing management practices;
- Design of tools and models that can serve as a basis for decision making;
- Performance analysis of company activities;
- Recommendations to address a problem;
- Support in other problem areas your company has identified.

Recruitment and compensation assistance

It is strongly recommended to provide compensation to students who provide your company or organization with consulting services. Several incentive programs offer internship hiring assistance. The government also offers a [tax credit for an on-the-job training period](#).

[See our webpage for further information on internship hiring assistance programs](#)

Examples of consulting mandates in Business Intelligence

- Implementation of BI tools for improving analysis and visualization of data within organizations (i.e., elaboration of dashboards)
- Analysis of transactional and loyalty data (CLV analysis and segmentation, improvement of customer experience, optimization of loyalty programs, etc.)
- Elaboration of forecasting models and analysis of the effects of a strategy or an event external to the organization
- Optimization of the web strategy (i.e., attribution models in e-commerce, etc.)
- Conception of indicators and analysis of performance and growth measures
- Analysis of the productivity of a process

Student training

[Learn more about this Master of Science \(MSc\)](#) (in French)

Skills of our students in Business Intelligence

Students in Business Intelligence have skills in statistics, machine learning, modelling and database design and management as well as marketing. They master the most used software in their domain (R, SAS, Python, etc.). They know how to:

- Use data from your organization and its environment to guide decision-making, especially in marketing;
- Perform sophisticated statistical and machine learning analyses and make recommendations that take into account the specific issues of the company.



Charlotte Douillard and Ivan Cédric Dabiré
MSc students

Areas of activity

Whether you run a non-profit organization, an SME or a company that operates in Canada or abroad, our students will provide consulting services that are tailored to your area of activity. The following table gives a few examples of projects carried out in recent years.

Industry	Company/Organization
Aerospace	<ul style="list-style-type: none"> Pratt and Whitney Canada Bombardier
Financial services and insurance	<ul style="list-style-type: none"> Caisse de dépôt et placement du Québec National Bank of Canada Desjardins Group PSP Investments Business Development Bank of Canada Laurentian Bank of Canada Intact Insurance
Consulting services	<ul style="list-style-type: none"> Talsom Deloitte Accuracy; Ernst & Young
Agri-food and retail	<ul style="list-style-type: none"> L'Oréal Métro and Sobeys ALDO, Reitmans, SSENCE Danone Nespresso Canada, Keurig Lassonde Industries
Communications	<ul style="list-style-type: none"> Vidéotron Bell Canada Radio-Canada
Other	<ul style="list-style-type: none"> AIMIA Statistics Canada Société de transport de Montréal Loto-Québec Cirque du Soleil Radio-Canada McKesson Canada; Glaxo Smith Kline

Responsibilities of the company/organization

- Identify a facilitator within your company/organization to provide support throughout the mandate
- Give an overview of the company/organization and the problem at hand
- Provide the student with the data and information needed to carry out the mandate
- Help the student integrate into a team, if necessary

To propose a consultation mandate, email HEC Montréal's Career Management Services Centre at sgc@hec.ca