

Center for Experiential Learning



CASE STUDY

The CEL brings Olin's depth of expertise and talent to companies, nonprofits, startups, and global partners of all sizes. In the example below, students worked with a for-profit business in the practicum program, focusing on strategic consulting. The Practicum program can include a team of WashU graduate and undergraduate students and is a semester-long consulting project.

BRINGING NEW IDEAS TO NEW BALANCE

Organization	New Balance, footwear company
Location	St. Louis, Missouri
Team	Graduate students (MBA and Business Analytics)
Challenge	Develop a Python-based forecasting tool to estimate website traffic, extract insights to improve accuracy of site view forecasting
Approach	Empower cost savings through a deeper understanding of future demands, facilitate visualizing and comparing country-specific data