

THE POWER OF *ENGAGEMENT*

CENTER PROFILE

PURDUE UNIVERSITY DANIELS SCHOOL OF BUSINESS

Krenicki Center

FOR BUSINESS ANALYTICS AND MACHINE LEARNING

// MISSION & VISION //

Integrating advanced machine learning and AI technologies with cutting-edge analytical methods, the center fosters a collaborative, interdisciplinary ecosystem where industry partners, faculty, and students drive research excellence. By serving as a vital hub for advanced analytics resources, it cultivates impactful partnerships and develops future talent to deliver actionable insights that enhance business decision-making and drive excellence at scale.

ADVANCING

// ENGAGEMENT //

- Partners with public and private sectors to address real-world business challenges.
- Bridges academics and industry through collaborative networking showcases and events.
- Empowers local communities by providing analytical services to Indiana nonprofits.

// RESEARCH //

- Translates faculty research into practical artificial intelligence and analytics solutions.
- Creates predictive tools that generate measurable operational impact for partners.
- Advances data science by applying emerging machine learning to industry data.

// TEACHING //

- Provides hands-on learning where students solve real client data problems.
- Launches Independent Study programs to expand access to partner-sponsored projects.
- Prepares future leaders to translate complex data into business decisions.

FUTURE & IMPACTS

// FUTURE //

- Expands access to hands-on learning by launching the Independent Study program to connect more students with partner projects.
- Scales community consulting initiatives to help additional public and nonprofit organizations modernise their operations.
- Strengthens emerging tech partnerships across sectors to keep preparing student leaders for a rapidly changing, data-driven world.

// IMPACTS //

22.3%

average prediction error achieved for United Way, beating the target goal of 25%.

Six models tested per project to identify the optimal time-series algorithm for every program.

48 PROGRAMS

streamlined with automated data cleaning and quarterly forecasting for United Way.

Two Indiana Nonprofits empowered with custom analytics that boosted efficiency and cut costs for Indy Reads and Girl Scouts.

15% to 20% accuracy boost gained by automatically matching custom predictive models to each program.

15 MINUTES

required to generate quarterly forecasts, slashing reporting time down from two hours.

Predictive ML Models built for Accenture to improve defect triaging and inform staffing decisions.

3 SECTORS

partnered with Purdue teams across private enterprise, public organizations, and nonprofits.