At the Chair of Logistics and Supply Chain Management of TUM School of Management, we are looking for an interested and qualified student to conduct his/her Project Study on the topic Data Analysis in Print Media Distribution.

The Chair of Logistics and Supply Chain Management launched a research project with a company in the newspaper/magazine sector. The focus of this project study will be on the data set of sales figures for various newspaper/magazines over the past three years across different point of sales. Descriptive statistics will be used to describe the data set. In addition, the data set will be examined for patterns and correlations (exploratory data analysis).

The objective of the project study is to analyze this dataset to gain a fundamental understanding of the data.

Key project tasks:

- Descriptive Statistics
- Exploratory Data Analysis
- Data Cleansing
- Data Profiling

Requirements:
The thesis is suitable for Computer Science / Data Engineering and Analytics / Management and Technology students. The ability to work independently as well as analytical skills are required. Knowledge in Python is required.

Earliest begin: March 2023
Supervisor: Till Krieger
Application: Email with curriculum vitae and transcript of records to logtheses.log@mgt.tum.de