



# The Econ Games 2022

Problem-solving competition

Hosted by the University of Kentucky

Gatton College of Business & Economics

March 24-25th, 2022

# Team Formation

- Pictured left to right:
  - Dr. Daria Sevastianova; Faculty Advisor
  - Parker Collignon '22; Accounting & Economics
  - Cole Stephenson '22; Philosophy & Economics
  - Jailine McElroy '22; Marketing & Economics
  - Elijah Toavs '24; Mathematics & Economics
- Training in data cleaning & analytics
  - Stata, Tableau, Excel



# Concept

- 24-hour data analytics challenge
- Problem provided by corporate sponsor: Fischer Homes, a homebuilder with about \$1bn in revenue
- Create a strategic recommendation and present it

# Prompt

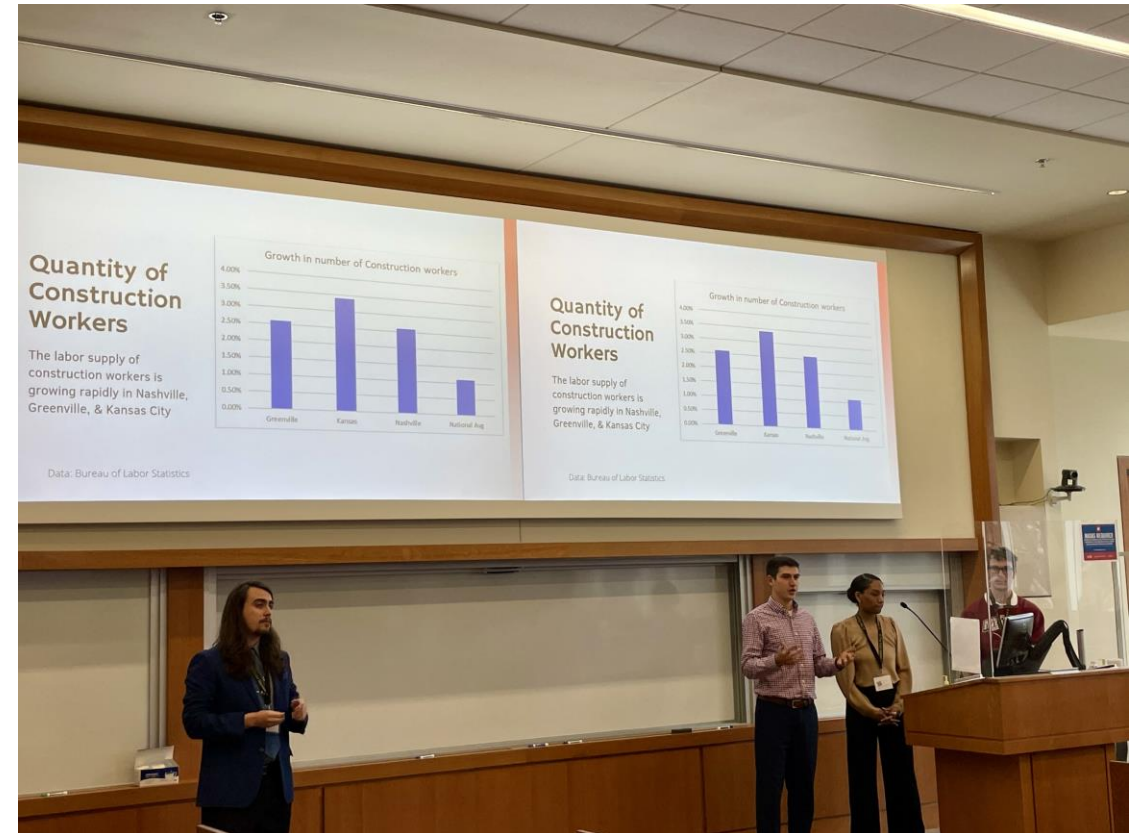
- **Problem statement:** Choose 3 cities among 10 for future investment
- Birmingham-Hoover, AL; Chattanooga, TN; Cleveland, OH; Greenville, SC; Kansas City, MO/KS; Knoxville, TN; Little Rock, AR; Nashville-Davidson-Murfreesboro, TN; Pittsburgh, PA; Winston-Salem, NC

# Our Process/Methodology

- Get to know each other
- Get to know the industry / nature of the problem
- Data collection and cleaning
- What mattered?
  - Demographics of homebuyers
  - Macroeconomic conditions (e.g., GDP growth, unemployment rates)
  - Labor market for construction workers
  - Intangibles (e.g., regulation)

# Additional Considerations & Conclusion

- *Uniqueness* of our presentation
  - Both demand- and supply-side factors
  - Intangibles
    - Industry analysis – competitiveness
    - Communities
    - Company's vision
- Conclusion
  - (1) Nashville, TN; (2) Greenville, SC; (3) Kansas City, MO/KS





# Result

- **We won!**
- Takeaways
  - Validation
  - Economics of homebuilding
  - Teamwork
  - Working under pressure
  - Stick to the basics
- Competitors
  - 10 schools from all across U.S.
  - Univ. of KY, Northern KY Univ., Univ. of Delaware, Univ. of Cincinnati, Univ. of North Carolina, Murray State University, and others

