

## COMPANIES

**Fuel Cycle** is an all-in-one research platform that combines both qualitative and quantitative data to power real-time business decisions. **Rent-A-Center** stores offer name-brand furniture, electronics, and appliances through flexible rental purchase agreements that allow the customer to obtain ownership of the merchandise at the end of an agreed upon rental period.

## PROJECT

Fuel Cycle and Rent-A-Center participated in the **Analytics Accelerator** to determine if customers stated preference of product and price point matched their actual purchases and to **determine the drivers of default rate**.

## SOLUTION

The student team used a **variety of statistical methods** to determine the discrepancies between stated and actual preference as well as **identified significant predictors of default rate** across customer and project attributes.

