FALL 2009
Senior Design Finalist

Standing left to right: Raymond Demere; Terence Norman; Chang W. Kang; Cazzie Ferriera; Charles Welch. Seated left to right: Dustin Crance, Kirk Zauderer, Project Sponsor, Manheim; Brad Strickland.

STUDENT TEAM: Dustin Crance, Raymond Demere, Cazzie Ferriera, Terence Norman, Brad Strickland, and Charles Welch.

FACULTY ADVISOR: Chang W. Kang, Visiting Professor from Hanyang University, Korea.

PROJECT TITLE: Manheim Auto Auctions Aggregate Planning and Forecasting.

PROJECT SUMMARY: In 2009, Manheim Inc’s clients missed bidding on 50% of the cars they were interested in. Using regression analysis and forecasting, this team created a dynamic schedule updating predicted arrival windows for each vehicle at any given auction. Additionally, Manheim did not have a statistically based driver staffing method, so the team provided them with a decision-making driver staffing tool. In total, this project adds $1.8 million yearly to 11 of Manheim’s locations.