



yucg

# YALE UNDERGRADUATE CONSULTING GROUP

2024 ORGANIZATION INTRODUCTION

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# INTRODUCTION

Welcome | YUCG at a Glance



## YUCG AT A GLANCE

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YUCG was founded in 2010 by a cohort of passionate Yale undergraduates with experience at McKinsey & Co., Google, and Blackstone. Since then, YUCG has grown to 6 project teams and over 70 members. We have completed projects for a diverse client base, from international non-profits, and civic institutions, to multinational Fortune 500 companies such as Google, Delta, Uber, LinkedIn, Pfizer, and more.

### Snapshot Statistics

**+80**

Total Client  
Projects Completed

**14**

Years of  
Experience

**74**

Total Active  
Members

We pride ourselves on bringing together some of the brightest, most motivated, and driven students at Yale to solve high-impact business challenges. Every semester, YUCG works with clients on 5-7 different projects with varying scopes for 10-12 weeks. Projects are led by a project manager and executive director alongside a team of 4 to 5 dedicated analysts. In the past, our clients have even invited project teams to give their presentations in person—from Honolulu, Hawaii to Philadelphia, Pennsylvania to even Istanbul, Turkey!



# MEET OUR TEAM

Team Overview | Recruitment Process | Talent Development

# YUCG COMMUNITY

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Outside of project work, YUCG is a closely-knit group bonded by shared personal and professional pursuits. New and old members connect over weekend retreats, trips to New York City, end-of-semester formals, as well as regular social events such as weekly team dinners, study sessions, kickbacks, and more.

Aside from simply working together, our members grow alongside each other. Hailing from 13 different countries from Japan to Côte d'Ivoire and varied academic backgrounds including but not limited to Economics, Computer Science, Statistics & Data Science, Film, and Chemical Engineering, members share a passion for their work and the friendships that are formed.

## After YUCG

Our alumni go on to lead accomplished careers in a wide array of industries, with many working full-time at the companies below.

McKinsey  
& Company



BCG



Deloitte.



Morgan Stanley



Point 72

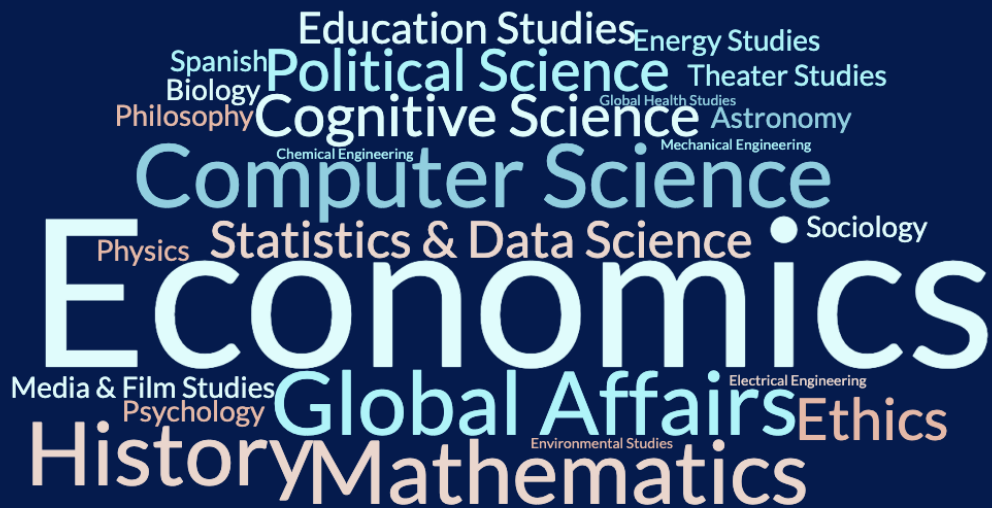


# DIVERSE PERSPECTIVES

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At YUCG, we celebrate and value diversity. Our members come from a vast range of backgrounds, academic majors, and intellectual pursuits, each with their own unique perspectives and ideas. We are proud to say that our organization is made up of individuals from all walks of life, and we believe that this diversity is one of our greatest strengths.

Our members come from a wide array of academic backgrounds...



...and all over the world





FALL 2023 ANALYST CLASS

## RECRUITMENT TIMELINE

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**Coffee Chats** rolling until Wednesday, September 4th

**General Information Session:** Friday, August 30th at 8:00-9:00PM

- Location: LC 102

**Diversity Information Session:** Saturday, August 31st at 8:00-9:00PM

- *For individuals with historically underrepresented identities*

- Location: LC 101

**Application Workshop & Office Hours #1:** Wednesday, September 4th—5th at 7:00-10:00PM

- Location: Phelps Gate/Phelps Hall 207

**Application Workshop & Office Hours #3:** Friday, September 6th at 4:00-6:00PM

- Location: Phelps Gate/Phelps Hall 207

**[R1] Written Application Deadline:** Friday, September 6th at 11:59PM

**Interview Selection:** Notification by the evening of Saturday, September 7th

**[R2] Presentation Interviews:** Friday, September 13th to Sunday, September 15th

**Interview Selection:** Notification by the evening of Sunday, September 15th

**[R3] Case Interviews:** Monday, September 16th to Wednesday, September 18th





# OUR SERVICES

Services | Industries | Project Timelines | Pricing Structure

# OUR SERVICES

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## Customer Insights

Understanding customer behavior and values is crucial for businesses looking to grow a strong customer base. YUCG analyzes market trends and conducts customer analysis to deliver strategic insights that guide business decision-making.

## Data Analytics

In today's data-driven world, the ability to extract meaningful insights from datasets can significantly enhance a company's strategic initiatives. YUCG employs data analytics to transform raw data into valuable business intelligence.

## Marketing & Branding

A strong brand and effective marketing are essential in distinguishing a company in the competitive landscape. YUCG crafts tailored marketing and branding strategies that resonate with customers and amplify brand presence.

## Pricing Strategy

Effective pricing is fundamental for balancing profitability with market demand. YUCG leverages market and customer behavior analysis to develop pricing models that drive revenue and customer engagement.

## Social Impact

Companies today are expected to not only be profitable but also to be good corporate citizens. YUCG guides businesses in creating and implementing social initiatives that align with their corporate values and enhance societal wellbeing.

## Business Resilience

The capacity to adapt and recover from unforeseen events is the hallmark of a sustainable business. YUCG provides resilience planning and risk management strategies to prepare companies for volatility in uncertain business environments.

## Business Innovation

Innovation is the key to staying relevant and ahead in the rapidly changing business world. YUCG fosters a culture of creativity within organizations, turning innovative ideas into profitable business solutions.

## Operations & Organization

Efficient operations and organizational structures are the backbone of a successful business. YUCG optimizes business processes and organizational designs for enhanced performance and agility.

## Market Entry

Entering a new market is a significant strategic move that requires careful planning and execution. YUCG offers comprehensive market analysis and entry strategies to ensure a smooth and successful expansion into new markets.

## Environmental Sustainability

Environmental consciousness is not only a corporate responsibility but also a competitive advantage. YUCG assists companies in integrating sustainable practices into their business models, promoting long-term ecological balance and compliance with environmental standards.

# OUR INDUSTRIES

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The diverse backgrounds among YUCG members allow us to effectively serve clients across a variety of different industries. We have developed extensive experience and institutional knowledge in the industries listed below. Through our well-rounded training and project team curation process, YUCG is prepared to serve clients both within and outside our specialty industries.



Consumer Goods



Industrial Goods



Education



Public Sector



Energy & Environment



Retail



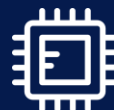
Financial Services



Social Impact



Health & Medicine



Technology & Media



Hospitality & Travel



Transportation



# OUR IMPACT

Past Clientele | Client Confidentiality | Testimonials

# PAST CLIENTELE

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Client confidentiality is of utmost importance to us. The clients displayed below have all explicitly provided permission to be cited in YUCG promotional materials, comprising a small selection of our total clientele.



# CLIENT TESTIMONIALS

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YUCG places immense emphasis on client feedback as we look to constantly improve our services and standard of work. We provide below excerpts from recent client feedback to highlight the impact that YUCG has made.

The client testimonials displayed have all explicitly provided permission to be cited in YUCG promotional materials, comprising a small selection of our total clientele. Some clients permitted the usage of their testimonials but not their brand.



“YUCG’s recommendations were spot on and will make an impact on the future of Gatorade as we work to transform our business.”



“YUCG showed excellence in their proficiency with expansion in the North American market, and gave key core product recommendations to capture a larger market in important consumer groups.”



NGO

“All of our metrics are up: website hits, % revisitation of returning donors on our tracking system, and even social media metrics. Our overall revenue has been stagnant for the past year and in the last two month’s we our donation revenue has increased by 25%. We cannot praise enough the work that YUCG put into this project.”



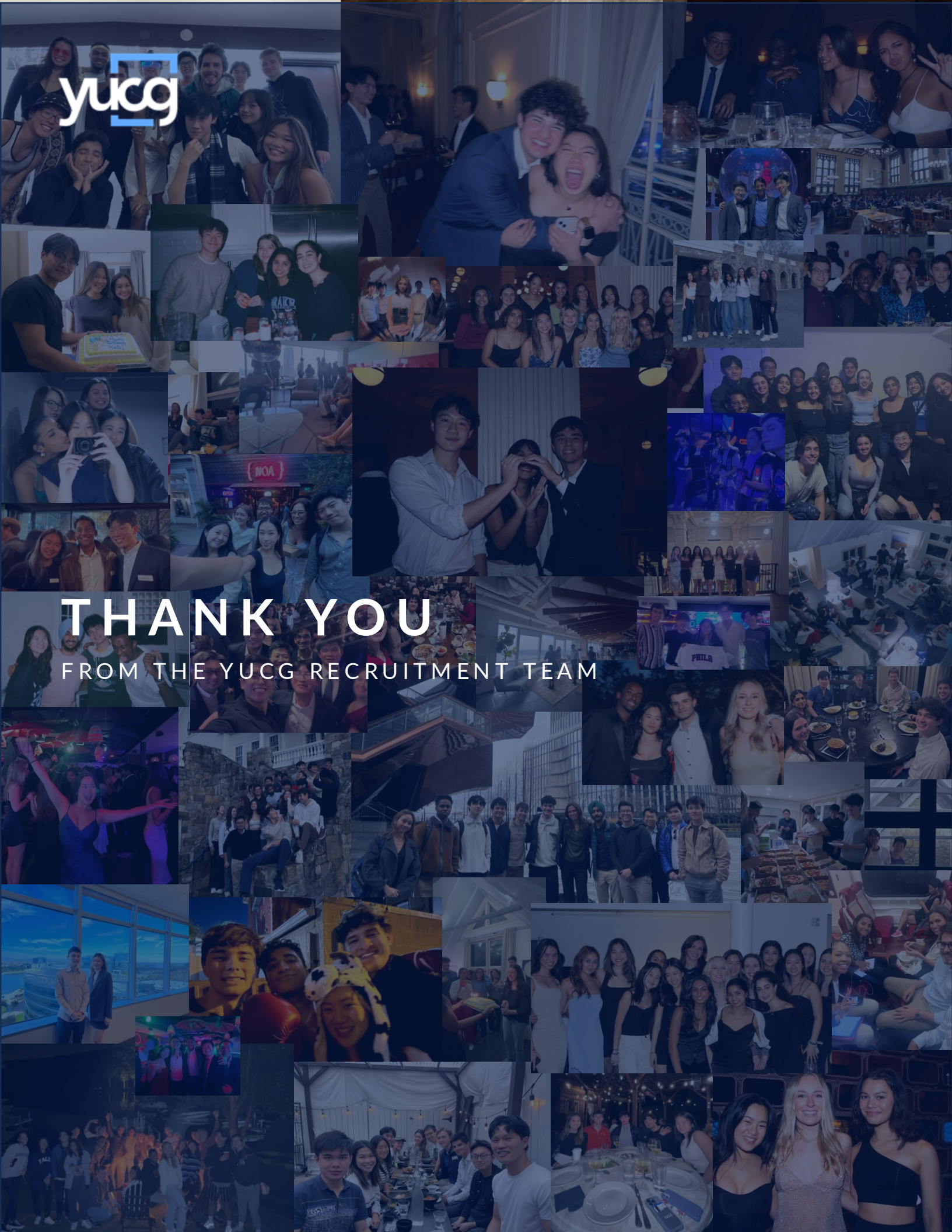
CITY GOV.

“YUCG brought an impressive amount of enthusiasm, rigor, thoroughness, and professionalism to its project for us. We look forward to using them again!”



AIRLINE

“The YUCG provided valuable insights that took into account our unique constraints and what our company mission is here at [Client Name]. Their recommendations are actionable and ones that we will seriously be considering implementing. The professionalism the YUCG displayed was superb and would happily work with the team again.”



**THANK YOU**  
FROM THE YUCG RECRUITMENT TEAM

**yucg**