

Analytics Driving Supply Chain Segmentation for Lenovo

Business Background

Lenovo

Computing



Mobility



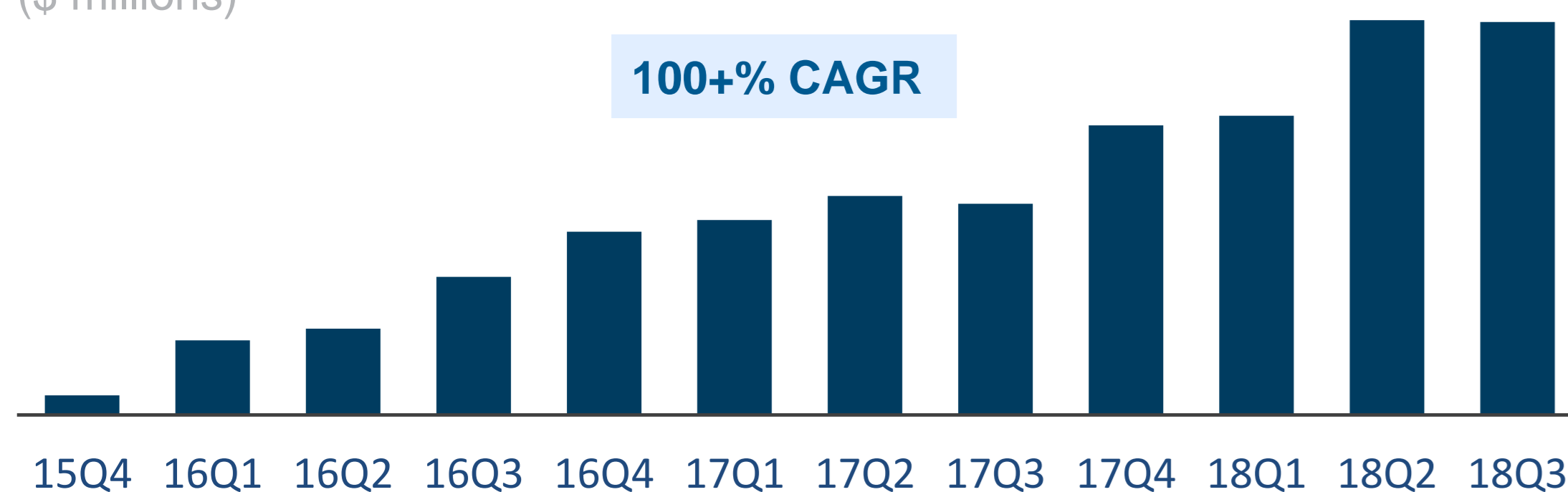
Data Center (DCG)



DCG North America Sales Evolution

(\$ millions)

100+% CAGR



- Lenovo DCG is switching its operating model from a “single supply chain” strategy to a segmented, customer-oriented strategy, enhancing supply chain’s role as a profit driver.

Key Objectives

- Explore** how products/customers differ SC-wise with features
- Identify key-target metrics** for performance at Lenovo DCG
- Identify clusters** with similarities among significant features
- Propose SC-policy reviews** for each cluster, where applicable
- Propose an evaluation loop** that ensures machine-learning capabilities to DCG’s supply chain continuous improvement

Relevant Literature

- Fisher, Marshall L (1997) What Is the Right Supply Chain for Your Product. Harvard Business Review.
- Olavson, Thomas, Hau Lee, and Gavin DeNyse (2010) A Portfolio Approach to Supply Chain Design. Supply Chain Management Review.

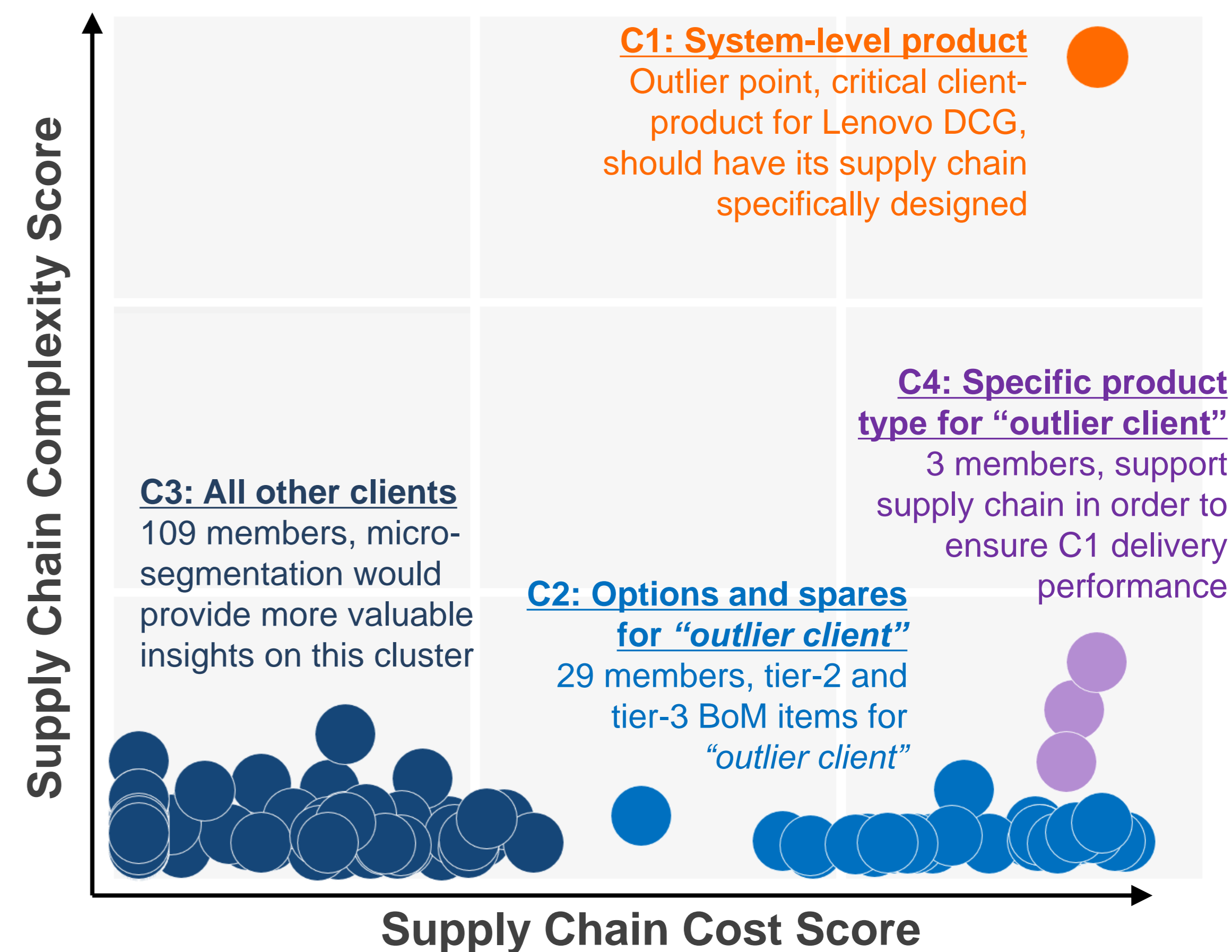


Lenovo powers MareNostrum 4 at the Barcelona Supercomputing Center

Methodology



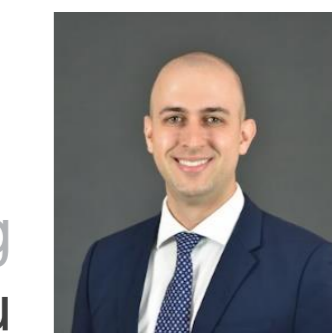
Final Client-Product Segmentation Results



Project Contributions

- Identification of four client-product clusters through the characterization of various descriptive variables (features)
- Quantitative insights that allow Lenovo to better develop and manage its supply chain capabilities for each cluster
- Identification of additional data to further improve the segmentation analysis and the supply chain policies’ design
- Development of data-driven framework for customer-oriented supply chain segmentation with continuous evaluation loop

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