Project 3 – Overview

Our third project this semester will be the case "SM Travel". Read the case and consider the following questions.

1. Assume the role of a consultant for SM Travel. What is the problem you are trying to solve?

2. Up to this point, you have learned about several different OR tools that you can use to solve real-world problems. Which tools do you think you might use to solve this problem? Roughly speaking, how can you use these tools to solve this problem?

3. What type of data is available?