Case Story: Montajat Wholesale Distributor

Montajat, a leading wholesale distributor in Saudi Arabia, has been a key player in supplying a wide range of products to various businesses across the region. With an extensive portfolio covering fresh, milk, grocery, frozen, detergents and paper, and delicatessen products, Montajat plays a vital role in the supply chain of its diverse clientele.

As Montajat aims to enhance its operational efficiency and better understand its customers, they have decided to bring in a team of talented consultants. Your mission, as the hired consultants, is to dive into Montajat's Wholesale Customer Data and uncover valuable insights using Excel's descriptive analytics and visualization techniques.

Dataset Overview:

The dataset at your disposal contains the annual spending in Saudi Riyals (in 1000's) across different product categories. Here's a quick breakdown of the attributes:

1. FRESH: Annual spending on fresh products (Continuous)
2. MILK: Annual spending on milk products (Continuous)
3. GROCERY: Annual spending on grocery products (Continuous)
4. FROZEN: Annual spending on frozen products (Continuous)
5. DETERGENTS_PAPER: Annual spending on detergents and paper products (Continuous)
6. DELICATESSEN: Annual spending on delicatessen products (Continuous)

7. CHANNEL: Customers' Channel - 1. Horeca (Hotel/Restaurant/Café) or 2. Retail channel (Nominal)
8. REGION: Customers' Region – 1. Riyadh, 2. Jeddah, or 3. Other (Nominal)

Your Tasks:

Montajat is looking for actionable insights to optimize its operations and better cater to its customers. Analyze the data and provide meaningful answers to the following questions:

- Category Insights:
  - Which product category has the highest average annual spending?
  - Are there any noticeable trends or patterns in spending across different product categories?
- Customer Segment Analysis:
  - How is spending distributed between the Horeca (Hotel/Restaurant/Café) and Retail channels?
  - Is there a significant difference in spending patterns between the regions (Riyadh, Jeddah, and Other)?
- Correlation Analysis:
  - Are there any significant correlations between different product categories?
  - How does spending on detergents and paper correlate with other categories?
- Channel-specific Insights:
  - For each channel (Horeca and Retail), identify the top three product categories in terms of spending.
  - Are there specific product categories that perform exceptionally well in a particular channel?
- Regional Analysis:
  - Which region has the highest overall spending?
  - Are there specific product categories that dominate in each region?
- Overall Recommendations:
  - Based on your analysis, provide Montajat with actionable recommendations to improve its product offerings and enhance customer satisfaction.