Case Question 5\_Lanco Catalogue Sales

Due on Oct 16 (Tuesday); one data file is available

The fundamental question should be answered is in the case:

* What could LanCo do to reduce the high percentage of unclaimed returns that was slowly stifling the company?

Students need to show the assumption(s) made in the analysis, and provide the recommendation(s) derived from the analysis. Knowledge in clustering analysis might be necessary.