

- 1) Today, Supplier Ltd is bringing in a Coca Cola as a new brand. Coca-cola requires Supplier Ltd to acquire 100 new accounts within a period of 5 days.
  - i) Based on the “Supplier Ltd.” dataset provided, which are the 100 customers that you would recommend Supplier Ltd to target?

Explain your thought process and your workings to a non-technical audience.

- 2) Using the dataset from Supplier Ltd and the mock-up below, construct a dashboard using a tool of your choice. Your result has to be an interactive dashboard. (We recommend Tableau, kindly send in .twbx format)

Month, Year of CreatedAt	AgentCode	CompanyName
(All)	(All)	

  

Brand Monthly Active (%)						
Brand	July 2019	August 2019	September 2019	October 2019	November 2019	December 2019
100PLUS	79.9%	90.5%	84.9%	83.4%	84.9%	87.4%
ANCHOR	28.1%	28.1%	26.6%	29.6%	30.7%	32.7%
ANGLIA	1.0%	2.5%	0.5%	3.0%	4.5%	4.5%
F&N	85.4%	94.5%	91.5%	89.4%	92.0%	87.9%
GUINNESS	59.3%	61.3%	60.8%	64.8%	71.9%	74.4%
HEINEKEN	32.2%	30.2%	28.6%	38.2%	34.2%	35.2%
RB	71.9%	74.4%	73.4%	77.4%	81.4%	82.9%
SPRITZER	71.9%	74.4%	73.4%	77.4%	81.4%	82.9%
TIGER	67.3%	70.9%	71.4%	74.4%	76.4%	78.4%

  

CompanyName	100PLUS	ANCHOR	ANGLIA	F&N	GUINNESS	HEINEKEN	RB	SPRITZER	TIGER
88 LUCKY STAR SDN BHD (RESTORAN 88 LUCKY STAR) (Reg No. : )	Inactive	Active	Inactive	Inactive	Active	Active	Active	Active	Active
121 BEVERAGE ENTERPRISE () (Reg No. : )	Inactive	Active	Inactive	Inactive	Inactive	Active	Inactive	Inactive	Active
323 FOOD COURT (THREE TWO THREE FOOD COURT) (Reg No. : )	Inactive	Active	Inactive	Inactive	Inactive	Inactive	Active	Active	Inactive
AB MARKETING () (Reg No. : )	Active	Inactive	Inactive	Active	Inactive	Inactive	Inactive	Inactive	Inactive
AERODARAT SERVICES SDN.BHD. ( SATELLITE LOUNGE) (Reg N. : )	Inactive	Inactive	Inactive	Inactive	Inactive	Inactive	Inactive	Inactive	Active
AH BOY RESTAURANT () (Reg No. : )	Active	Inactive	Inactive	Inactive	Active	Inactive	Active	Active	Active
AJ DELICACIES () (Reg No. : )	Active	Inactive	Inactive	Active	Inactive	Inactive	Inactive	Inactive	Inactive
AL ALIFF CORNER () (Reg No. : )	Active	Inactive	Inactive	Active	Inactive	Inactive	Inactive	Inactive	Inactive
AL BUHARI BISTRO () (Reg No. : )	Active	Inactive	Inactive	Active	Inactive	Inactive	Inactive	Inactive	Inactive
AL RIFA BISTRO () (Reg No. : )	Active	Inactive	Inactive	Active	Inactive	Inactive	Inactive	Inactive	Inactive
AI JI IFF CORNER (MAKAN MAKAN SFI FRA ENTERPRISE) (Reg No. : )	Active	Inactive	Inactive	Active	Inactive	Inactive	Inactive	Inactive	Inactive

- a. Brand Monthly Active (%): Total Customer Purchased from a brand / total customers within the dataset
- b. Active Sellout by Customer: If a customer purchased from a brand within the selected period, then it is considered as “Active”.
- c. Dashboard should include Month & Year filter, Agent filter and Company\* filter.

\*Note : [Company] and [Customer] are interchangeably used in the dataset