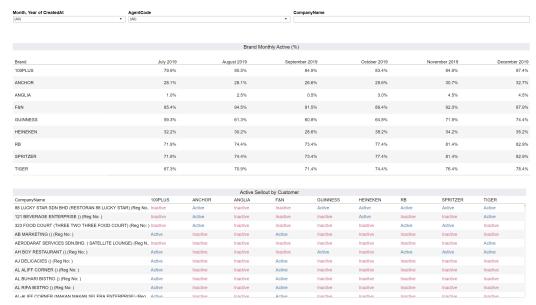
- 1) Today, Supplier Ltd is bringing in a Coca Cola as a new brand. Coca-cola requires Supplier Ltd to acquire 100 new accounts within a period of 5 days.
  - i) Based on the "Supplier Ltd." dataset provided, which are the 100 customers that you would recommend Supplier Ltd to target?

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)



- 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