



ABC Inc. & it's challenges

ABC Inc. is a food & drink distributor selling to different types of stores across the U.S but also internationally. They are interested in getting a better understanding of their Sales and Margin performance across their business.

As it a very large organization with a dynamic business, its top executives need to have look at the data generated on daily basis and take the business decisions accordingly. This has become major challenge for ABC Inc.

Your role & what you have to do?

ABC Inc. had approached Polestar to help them understand and get insights into their sales data. Consider yourself in the shoes of a consultant and take deep dive into the data that they have provided to you.

Task: Analyze the sales data thoroughly using the tools of your choice like Excel, Power BI, SQL or any other tool of your convenience and **submit the following deliverables.**

Deliverables

1. One slider summary - top 10 insights (Presentation format given in Zip file)
2. 2-3 slides dashboard
3. Supporting excel and calculation sheet (Hyperlink/ link you can add in the dashboard slide)
4. Any other supporting document you feel will be relevant for National Final Round (You can add the drive link in the last slide of the presentation)

Your dashboard / insights will be used by their top executives but also by their product managers and Salespeople.

Kindly refer to the annexure below which outlines the source tables available and some additional information about the fields in the tables.

Annexure: Description of source data

SALESDetails.CSV : This table contains the company sales and order transactions.

Field No	Field Name	Description
1	Actual Delivery Date	The Actual date of Delivery
2	Address Number	Not used
3	Cust Key	A unique ID of the Customer. Used as a key field
4	Backlog Amount	The backlog amount of an order
5	Back Order Amount	Amount on Backorder
6	Date Key	Not Used
7	Discount Amount	Discount Amount
8	Doc Type	The Document Type; RI = Invoice, RM = Credit Invoice;
9	Family Class	Not Used
10	Invoice Date	The date of the Invoice used as a Key field
11	Invoice Number	The unique identifier of an Invoice
12	Item-Branch Key	The Key field to link to the Item Branch Table
13	Item Class	Not Used
14	Item Number	Not Used
15	Line Desc 1	The Description of the Item
16	Line Number	The Line Number on the Invoice
17	Line Type	Not Used
18	List Price	The List price for Item
19	Order Number	The order number
20	Parent Address Number	Not Used
21	Payment Terms	The payment Terms
22	Promised Delivery Date	The date the order was promised for Delivery
23	Sales Amount	The Actual Sales Line Amount
24	Sales Amount Based on List Price	The Sale Line Amount based on the List Price
25	Sales Cost Amount	The Actual Sales Cost Amount
26	Sales Margin Amount	The Actual Sales Margin Line Amount
27	Sales Price	The Sales Price of the item
28	Sales Quantity	The Sales Quantity
29	Sales Rep	The Sales Rep in Charge of the transaction (Sale)
30	Sales Unit Cost Price	The Cost price of the Item
31	U/M	The Unit of Measure used for the Quantity
32	Unit Price	Not Used

BUDGET.CSV

This table contains the budget data.

Field No	Field Name	Description
1	Budget Period	The budget period 1 = January 12 = December
2	Budget Amount	The budget Amount
3	Budget Year	The Year of the Budget
4	Customer Number	The Customer ID Used as a key field
5	Budget Period	The budget period as text January, February etc.

CUSTOMERS.CSV

This table contains Customer information

Field No	Field Name	Description
1	Address Number	A unique address number for the customer. Used as a key field
2	Business Family	Not Used
3	Business Unit	Not Used
4	Customer	The Name of the Customer
5	Customer Number	The unique Customer ID used as a Key Field
6	Customer Type	Not Used
7	Division	Indicates the Division the customer belongs to. Used as a key field
8	Line of Business	Not Used
9	Phone	Not Used
10	Region Code	Indicates the Region the customer belongs to. Used as a key field
11	Regional Sales Mgr	Not Used
12	Search Type	Not Used

CUSTOMERADDRESS.CSV : This table contains the address information for the customer

Field No	Field Name	Description
1	Address Number	A unique address number for the customer. Used as a key field
2	City	The city
3	Country	The Country
4	Customer Address 1	The address of the customers
5	Customer Address 2	The address of the customers
6	Customer Address 3	The address of the customers
7	Customer Address 4	The address of the customers
8	State	The State / Province code used as a key field
9	Zip Code	The Zip Code / Postal Code of the customer

STATEDESCRIPTION.CSV

This table contains the state descriptions

Field No	Field Name	Description
1	State	The State / Province code used as a key field
2	state_abbr	Abbreviated state name (code)
3	state_name	The name of the state/province

REGION.CSV: This table contains the Region descriptions

Field No	Field Name	Description
1	Region Name	The Name of the Region
2	Region Code	The region code. Used as a Key Field

DIVISION.CSV: This table contains the Division descriptions

Field No	Field Name	Description
1	Division Name	The Name of the Division
2	Division	The Division code. Used as a KeyField

SALESREP.CSV

This table contains information about SalesReps

Field No	Field Name	Description
1	Sales Rep	The salesrep code. Used as a key field
2	Sales Rep Name	The Name of the Sales Rep

ITEMBRANCH.CSV

This table contains Item Branch information. Main purpose is to link to the ItemMaster table.

Field No	Field Name	Description
1	Item Branch 2nd Item Number	Not used
2	Item Branch Category Code 6	Not used
3	Item Branch G/L Category	May be used by Finance department
4	Item-Branch Key	Item Branch key. Used as a Key field
5	Item Branch Reorder Quantity	The reorder point at the branch
6	Short Name	Used a Key Field (unique Item Identifier)

ITEMMASTER.CSV: This table is the Item Master table.

Field No	Field Name	Description
1	Master Planning Family	The planning family for the item
2	Product Department	Not Used
3	Product Group	The product group code. Used as a key Field
4	Product Line	The product Line code. Used as a key Field
5	Product Price Group	Not Used
6	Product Sub Group	The product sub group code. Used as a key Field
7	Product Type	Not Used
8	Short Name	Used a Key Field (unique Item Identifier)

PRODUCTGROUP.TXT

This table contains the Product group descriptions

Field No	Field Name	Description
1	Product Group	The product group code. Used as a key Field
2	Product Group Desc	The product group description

PRODUCTLINE.TXT

This table contains the Product Line descriptions

Field No	Field Name	Description
1	Product Line	The product Line code. Used as a key Field
2	Product Line Desc	The Description of the product line

PRODUCTSUBGROUP.TXT

This table contains the Product subgroup descriptions

Field No	Field Name	Description
1	Product Subgroup	The product subgroup code. Used as a key Field
2	Product Subgroup Desc	The product Subgroup Description

All the data can be accessed by [clicking here.](#)

Guidelines for submission:

1. The solution shall be submitted in presentation format given in the prescribed format. (The power point file with name – College Name_Team Name).
2. The name of the file shall be **College Name_Team Name**. (For example, if you are from DTU and team name is Coders; the file name will be **DTU_Coders**)
3. Please ensure that the file size is less than 5 MB.
4. The link to submit the solution will be sent to all team leaders on their registered mail. Kindly check your spam folder in case you haven't receive the link by the last day of submission.
5. In case you want to show the model/ dashboard you have prepared to the judges, you can upload the same files on google drive and links/ hyperlink can be given in the presentation's slide No. 4.
6. Only team leaders have to submit the final solution, not all members shall submit the solution.
7. Please make all your submissions well before the submission deadline to avoid any last-minute hassles.

Last date of submission: 16 Aug'21 11:00 PM IST