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data & strategy

EXCEL LIVE CLASS 3

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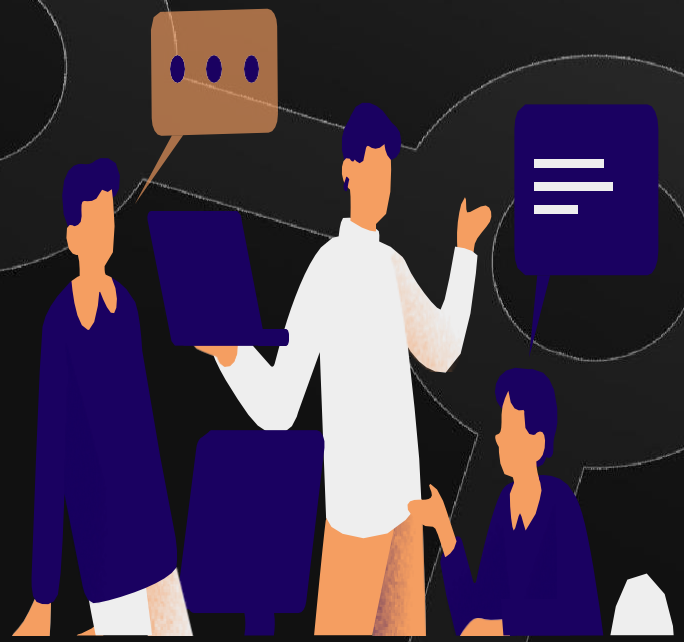
CASE STUDY



After the dismissal of the previous Group sales manager. You have been appointed as the G.S.M for Bee & Bee Supermarket, which is a luxury retail establishment with branches in five cities across the United Kingdom.

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CASE STUDY

Considering the financial year has come to an end. You are expected to provide an overview of the performance of the supermarket, the required data would be provided. You are also to provide ideas on how income can be improved.

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CASE STUDY

The management would like to see:

1. Total number of customers (Percentage of male and female), Total Income generated, Cost of Good sold and Revenue etc.
2. Cost of good sold and revenue per product category, total income generated per month in the last FY.
3. A breakdown of Product category and Income generated.

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CASE STUDY

The management would like to see:

4. Category of customers that shop – members or normal?
5. How much revenue was generated from each city?
6. What's the most common payment method amongst customers?

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