

CASE SCENARIOS

Headquartered in London, **RKY Mega Stores (RMS)** specializes in office supplies and furniture. The company's customers range from individual consumers and small businesses (retail) to corporate organizations (wholesale) located in London, UK.

You are contracted as a Business Intelligence Analyst to help the Liverpool division of RMS. The Business Manager has given you an Excel file containing Order data from 2009-2012 and he would like you to analyze and present your insights from the analysis.

Using your skills from the just concluded bootcamp, apply your knowledge of:

- Pivot Tables and Charts
- Lookup functions like INDEX - MATCH
- Knowledge on generating insights.

At the minimum, each Pivot Table should contain all required information: ● Be well structured to easily locate information and provide accurate and complete answer(s) to the question.

- Use clear and meaningful headings and labels.
- Use an appropriate number format.
- Be placed on its own worksheet with an appropriate worksheet (i.e., tab) name. ● The PivotChart should be on the same worksheet as the PivotTable. Make sure to use an appropriate chart type with complete and meaningful chart elements (e.g., chart title, data labels, legend keys, etc.) and clear and appropriate titles and labels without ● being too cluttered.

Case Scenario I

Case 1: Which product category had the highest sales?

Case 2: What are the Top 3 and Bottom 3 Regions with regards to sales?

Case 3: What were the total sales of appliances in Ontario?

Case 4: Advise the management of RMS on what to do to increase the revenue from the bottom 10 customers.

Case 5: RMS incurred the most shipping cost using which shipping method?

Case 6: Who are the most valuable customers and what do they purchase?

Case Scenario II

Case 7: If the delivery truck is the most economical but the slowest. Shipping method and Express Air is the fastest but the most expensive. one, do you think the company appropriately spent shipping costs. based on the Order Priority? Explain your answer.

Case 8: Which small business customer had the highest sales?

Case 9: Which Corporate Customer placed the greatest number of orders in 2009 – 2012? How many orders were placed by the corporate customer?

Case 10: Which consumer customer was the most profitable one?

Case 11: Which customer returned items and what segment do they belong to?

Case Scenario III

Develop a comprehensive interactive report/dashboard encompassing all key performance indicators (KPIs) for stakeholder presentation.