**K327 Exam 3 Part 3 – Territory Analysis**

**Some thoughts on territory analysis**

11/4/10

Paul, I have been thinking again about planted acres and whether we place too much stock in that. As we continue to migrate towards a dealer program/standards that reward the strong and punish the weak, I feel we need to be confident that we are using the best measurement tools. I am curious to get your thoughts, perhaps backed by some preliminary research, on whether or not there is a better metric or another metric(s) that we should be using.

For example, it is obvious that a planted acre in Indiana is not the same as Mississippi or Kansas or Washington. How do the variables that exist in each market, such as farm income, farm practices (tillage vs. no-tillage), climate (more spraying for weeds, fungus and insects in warm weather) increase the potential in a market and how does that correlate to planted acres?

Could it be possible that someone who we feel has consistently underperformed in their market is in fact a stellar performer after we make adjustments for these obvious factors? Please give it some thought and let me know what you think.

**The Data:**

The workbook ***Territory Analysis***.xlsx has 4 worksheets. ***Dealers by State and County*** details the dealer assignments around the United States. ***Acres and Production*** is from the Department of Agriculture and shows, by State and County, the total number of farms, harvested acreage, and crop yields of selected crops by specific metrics (bushels, tons, etc.) ***Commodity Prices*** has the current price/metric in dollars for various crops.

**The Goal:**

Combine the data into a model in the ***Analysis*** worksheet. In cell C3 allow a user to select a state. In a table starting at C8, list each county in the state selected and list the dealer, if any, assigned to that county. Then calculate, by county, the number of farms, harvested acreage and economic value of the crops listed. Economic value = Total harvest by metric (Bushels, Tons, etc.) \* $$/Metric; study the data and set up you infrastructure to minimize the number of formulas you have to create. Summarize these totals above by State (Row 3) and Dealer (Row 4, when analysis is auto-filtered filtered by a specific dealer). Row 5 displays the overall dealer totals; C5 is a Data Validation list of all dealers where a specific dealer is selected. (Note that some dealers have territories which span more than one state; this is a stand-alone analysis) The PDFs provided can be used as accurate representation of the results and appropriate format; note that an auto-filter is on in each case to display a specific dealer in the table. Normally, the table will display *ALL* counties for a state, in which case Row 3 = Row 4. **Note: If the model requires more than 30 seconds to recalculate, it will be given at most 50% credit.**

**Note: this is an individual project and the Kelley Honor Code is in effect.** To upload: Place all folders in a new folder named K327\_Exam3\_yourusername. Select the folder and zip it: Right click=> Send to=> Compressed (Zipped) folder. Upload to Canvas.