**Denco is manufacturing company selling parts to various customers at various regions with various cost and margins.**

* Objective
  + Expand Business by encouraging loyal customers to
    - Improve repeated sales
    - Maximise revenue from high value parts
* Information Required
  + Who are the most loyal Customers - Improve repeated sales, Target customers with low sales Volumes
  + Which customers contribute the most to their revenue - How do I retain these customers & target incentives
  + What part numbers bring in to significant portion of revenue - Maximise revenue from high value parts
  + What parts have the highest profit margin - What parts are driving profits & what parts need to build further

Data / Sample

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| custname | region | partnum | revenue | cost | margin |
| 3M COMPANY | 01-East | 727032005 | 24097.50 | 19851.82 | 4245.68 |
| 4-STATE SUPPLY | 01-East | 735602000 | 156200.00 | 52381.38 | 103818.62 |
| 4-STATE SUPPLY | 01-East | 777143000 | 34927.20 | 15382.08 | 19545.12 |
| 4-STATE SUPPLY | 01-East | 777142000 | 21989.40 | 12562.50 | 9426.90 |
| 4-STATE SUPPLY | 01-East | 735750000 | 12487.00 | 3686.91 | 8800.09 |
| A G C INC. | 01-East | 791104479 | 78642.00 | 18147.40 | 60494.60 |
| A G C INC. | 01-East | 791106280 | 3340.46 | 7614.14 | -4273.68 |

Find out :-

* Who are the most loyal Customers -
  + Make customer table, See customer transaction,
  + Sort Customer Transaction,
  + How many times are these customers buying from me
  + Select the Top 5 or 10 rows (Sorted in Descending Order of Frequency)
* Which customers contribute the most to their revenue
  + Sum the revenue by each customer
  + Sort revenue by customers in descending Order
* What part numbers bring in to significant portion of revenue
  + Sum/ Group the revenue by part no
  + Sort the revenue by decreasing order
  + Top revenue by part nos
* What parts have the highest profit margin ?
  + Sum the margin by partno
  + Sort the margin by decreasing order
  + Parts contributing highest profit margin
* Who are their top buying customers
* Who are the customers who are bringing more revenue