**Denco Corp Case Details**

**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

Perform this analysis in Excel. Write the steps you undertaken

Put your results in another sheet of excel workbook or type inline document with your comments