**Exercise customer profitability**

**Use the respective CSV files to do the following:**

1 – Calculate profitability per unit for all products A-L

2 – Calculate all customers profitability using the product unit costs. Make a Stobachoff graph and calculate the Stobachoff coefficient.

3 – Calculate all customers profitability using customer as the cost object. Make a Stobachoff graph and calculate the Stobachoff coefficient. Take necessary assumptions if required.

4 – Mention some companies that have very heterogeneous customer group.