



## **VISHLESHAN'19**

### **ROUND 2**

#### **CASE STUDY**

##### **CASE:**

- Superstore International is an office supplier in the US.
- While they are growing YoY, their CEO wants sales growth to accelerate.

As the Sales Manager, you have been asked to do the following:

1. Do a business forecast for the next 3 years.
2. Do segmentation and identify the least profitable areas of business. If required, you can also divest from certain sub-categories that are not performing well.
3. Also, you have been given an advertising budget of USD 5000. How will you spend it across 12 months next year - on which regions / categories / sub-categories? Which customers will you focus on?
4. You have been asked to find out which shipping mode is the most valuable for the company? Which is the least?

DATA: [https://drive.google.com/open?id=1vL-uE2vKgtl8Au\\_9fGolk34mmDA1TaOv](https://drive.google.com/open?id=1vL-uE2vKgtl8Au_9fGolk34mmDA1TaOv)

##### **Instructions:**

- Do analysis on Excel - showcase your findings.
- Download the data from the link given
- A 10-slide PowerPoint presentation to management should be given highlighting key business actions.
- Time limit to present - 8 minutes.
- Deadline for submission is 10<sup>th</sup> September 2019 10:00 AM.
- Presentation can be submitted on dare2compete or can be mailed to [datamatics@dbe-du.org](mailto:datamatics@dbe-du.org)
- Team name should be mentioned on the first slide of the presentation.