ABC Inc. & it's challenges

ABC Inc. is a Custom products distributor with majority in cosmetics products selling to different types of stores across the U.S but also internationally. They are interested in getting a better understanding of their Sales, AUR, COGS and Margin performance across their business.

As it a very large organization with a dynamic business, its top executives need to have look at the data generated on daily basis and take the business decisions accordingly. This has become major challenge for ABC Inc.

Your role & what you have to do?

ABC Inc. had approached Polestar to help them understand and get insights into their sales data. Consider yourself in the shoes of a consultant and take deep dive into the data that they have provided to you.

Task: Analyze the sales data thoroughly using the tools of your choice like Excel, Power BI, SQL or any other tool of your convenience and **submit the following deliverables.**

Deliverables

1. One slider summary - top 10 insights (Presentation format given in Zip file)

2. 2-3 slides dashboard

3. Supporting excel and calculation sheet (Hyperlink/ link you can add in the dashboard slide)

4. Any other supporting document you feel will be relevant for National Final Round (You can add the drive link in the last slide of the presentation)

Your dashboard / insights will be used by their top executives but also by their product managers and Salespeople.

Kindly refer to the annexure below which outlines the source tables available and some additional information about the fields in the tables

Annexure: Description of source data

All Channel Sales Units: This table contains the company sales and channel Unit transactions.

Field No	Field Name	Description
1	Year	The Actual Year of Order
2	Channel	Distributor/Store Name
3	Sku	A unique Name of the Product. Used as a key field
4	Merged Sku	Products category
5	Month	The Actual Month of Order
6	Units	No of units
7	Brand Flag	Company Name

All Channel Sales Volume: This table contains the company sales and channel Unit transactions.

Field No	Field Name	Description
1	Year	The Actual Year of Order
2	Channel	Distributor/Store Name
3	Sku	A unique Name of the Product. Used as a key field
4	Merged Sku	Products category
5	Month	The Actual Month of Order
6	Volume	Amount
7	Brand Flag	Company Name

COGS.CSV
This table contains Product MSRP & COGS

Field No	Field Name	Description
1	SKU #	A unique Product code. Used as a key field
2	SKU Name	Product Name
3	Merged Sku	Products category
4	COGS	The Cost of goods sold
5	MSRP	The Manufacturer's Suggested Retail Price

Classification.CSV
This table contains Product information

Field No	Field Name	Description
1	SKU #	A unique Product code. Used as a key field
2	SKU Name	Product Name
3	Classification	Indicates the Division the Product belongs to. Used as a key field
4	Sub Class	Not Used
5	Collection	Indicates the Type of Product. Used as a key field

SKU.CSV : This table contains the Product Merged SKUs

Field No	Field Name	Description
1	SKU #	A unique Product codes. Used as a key field
2	SKU Name	Product Name
3	Merged SKU	Indicates the Product Category. Used as a key field
4.	Launch Date	Not Used

SKU Region.CSV

This table contains the Channel wise SKUs Region

Field No	Field Name	Description
1	Channel	The Distributor/Store Name
2	SKU Name	Product Name
3	Region Name	The Name of the Region

REGION.CSV: This table contains the Region descriptions

Field No	Field Name	Description
1	Region Name	The Name of the Region
2	Region Code	The region code. Used as a Key Field

COMPANY.CSV: This table contains the Channel descriptions

Field No	Field Name	Description
1	Channel Name	The Distributor/Store Name. Used as a Key Field
2	Channel	The Channel code.
3	Company	The Company Name

LINE .TXT

This table contains the Product Line descriptions

Field No	Field Name	Description
1	Line Edit	Type of Product Line
2	SKU #	A unique Product codes. Used as a key field
3	SKU Name	Product Name

OOS Sku's .TXT

This table contains the Out-of-Stock Product descriptions

Field No	Field Name	Description
1	SKU #	The Product codes list
2	Out of Stock	The flag for Out-of-Stock Sku's
3	Low WOS	The flag for Low stock Sku's

Please use your best knowledge to calculate basic metrics, like TY/LY Total Revenue & Net Sales, YOY % , COGS %, GM % . Below are few calculated Metrics Examples -

Metrics	Metric	Total Revenue
1	Total Revenue	Sum of Volume
2	Net Sales	Sum of Units
3	Average Unit Retail	Total Revenue / Net Sales
4	COGS	Net Sales * COGS per Sku

Guidelines for submission:

1. The solution shall be submitted in presentation format given in the prescribed format. (The power point file with name – College Name_Team Name).
2. The name of the file shall be **College Name_Team Name**. (For example, if you are from DTU and team name is Coders; the file name will be **DTU_Coders**)
3. Please ensure that the file size is less than 5 MB.
4. The link to submit the solution will be sent to all team leaders on their registered mail. Kindly check your spam folder in case you haven't receive the link by the last day of submission.
5. In case you want to show the model/ dashboard you have prepared to the judges, you can upload the same files on google drive and links/ hyperlink can be given in the presentation's slide No. 4.
6. Only One team member have to submit the final solution, not all members shall submit the solution.
7. Please make all your submissions well before the submission deadline to avoid any last-minute hassles.

Last date of submission: 12 Aug' 2022 11:59 PM IST