Whitney King | Assignment 3 | BUSIT 209 | 1/27/2015

The ***Location Count by Business Type*** report is designed to provide information on questions surrounding volume of customers by location and type of business. In this case, we want to be able to look at Galactic Delivery Services customer base in order to help make business decisions surrounding how to better service our customers in various locations around the galaxy.

This report is broken down into a matrix, with customer **BillingState** making up the columns of the tablix, and the customer’s business type **Description** serving as each row. A count of the number of customers (by business type) in each billing state is provided as the data output, with totals for both billing states and business type. These numbers and totals provide us a lot of insight into how we might better serve our customers (or target new ones) in the future.

Our highest volume of customers overall live in DT (10), which is a more customers than all other billing states *combined* (GI and UZ tie for the next highest number of customers, at 2 each). The rest of the states only have one customer each, and it varies from state to state what type of business that is. I added a business type total row to see if it added any additional insights, the largest of which was that our largest volume of customers by business type (7) are focused on paper products. This could help us for future targeting, as this industry seems to like GDS services based on that number.

When all is said and done, this information tells us that we should ensure that we have the correct logistics in place to properly support the level of demand for services we’re seeing out of DT (depending on what that looks like, we may possibly want to divert excess resources from billing states with only one customer, while keeping that customer a priority). It certainly is not the only resource we could use to base these types of decisions around (it would be interesting to see customers by city in DT in the future so we can best support the dispersal of demand). Additionally, there are always more breakdowns we could do with this data to try and run the business as best and efficiently as possible.