# Background

Our client is SuperStore USA, a manufacturer that sells office supplies and furniture. They have collected several years of customer shipment data, but business has been good, so they have not spent much time analyzing the data for insights. Their new CEO is pushing an initiative to become a data-driven company. As a part of that initiative, they have hired you as analytics consultants to analyze their customer shipment data and provide recommendations to help grow or improve their business.

Request

The CEO of superstore has asked you to analyze the customer shipment data and **generate recommendations to help grow or improve their business**. While the analysis is meant to be open ended, she has asked you to focus on one or more of the key areas below.

*Please note that the analysis is not limited to only these questions. These questions are meant to serve as thought provokers.*

**Sales:**

* Which customers are generating the most revenue? Which customers are generating the most profit? Which customer segments or regions are seeing the most growth?
* Which products are generating the most revenue? Which products are generating the most profit? Which product groups are seeing the most growth?
* Which regional managers are doing the best job growing their accounts?

**Operations:**

* What is our on-time delivery performance? Is it improving over time? Which customers have the best or worst on time delivery scores? Are we making sure our best customers have a high on time delivery?
* Does delivery method or order priority affect on time delivery?

**Marketing:**

* How much are the discounts affecting revenue and margin? Does a higher discount lead to higher volume? Is there a point of diminishing returns on the discounts?
* Any recommendations on price changes?

**Research & Development:**

* Which product groups should we be investing in for the future?
* Which products or product groups should we consider eliminating?

Also, as a part of this project, the CEO has asked you to generate a proposal for future work. In this proposal, you should detail what further data you would like to see and how it would supply additional insights.

**It is important that you focus on recommendations for actionable business strategy, not just on analysis in the final report.**

Required Materials

* The only required materials are this document and the Excel file labeled “Superstore Sales.xlsx”
* Analysis can be done in any tool (e.g. Excel, Tableau, R, Python),

Final Deliverable

* The final deliverable is a written report, detailing the key data insights and recommendations
* The report can be in the form of a written document or a PowerPoint presentation, but it must be submitted as a PDF
  + The file must contain the team name in the file name, or some other way to identify submissions
* The final report must contain these elements:
  + A list of 3-5 actionable insights from the data and recommendations on how to implement into the business
  + Justification of any insights with data visualization
  + An explanation of your methodology
* The final report must be emailed to the BDAA email account by midnight on November 1st, 2018 (i.e. Thursday night)

Audience 

The report is meant to be delivered to an executive audience. The bulk of the content should be focused on recommendations and justification. However, the CEO will pass the presentation along to her analytics team to validate what you did so make sure you have enough information in the appendix to validate your ideas. There is no length requirement or limit. Just keep in mind the attention span of an executive.

Timeline

* Case is introduced October 16th
* There will be a conference call on October 25th at 7:30pm EST where you can ask questions to Derek Sasthav, the CIO for Superstore
  + Conference Call Details: Cole, please fill in
* The final report will be due by midnight on November 1st (I.e. Thursday night). Late submissions will not be scored.
* Reports must be submitted to BDAA email address before the deadline

Contest Parameters

* Students are to form groups of 2-5 to work on the case
* There will be no final presentation, just a submission of the final report document
* The written submissions will be read and graded based on the criteria in the attached scoring rubric
* There will be 2 winners: 1st place and 2nd place
  + 1st place will be awarded $250 for the team and 2nd place will be awarded $150
* Teams will be notified of the final decision by the following Thursday November 8th