



Data Analysis Case Study – Office Supplies Orders

Data Analysis Case Study Assessment

- ✓ Assessment will be a “Data Analysis Case Study”
- ✓ Key activities under this exercise will be to :
 - Conduct Data Quality checks and EDA to report findings *(examples are being covered in class)*
 - Find a suitable approach to solve the problem *(examples to be covered in class)*
 - Feature Engineer to create new variables *(examples to be covered in class)*
 - Generate summaries using a combination of variables that help address the problem
 - Make final recommendations to address the Business Problem *(template to be shared with learners)*
 - Summarizing the entire activity in a 1-slide case study format *(template to be shared with learners)*
- ✓ Each learner will present their findings to a HV Faculty Panel and get assessed on various parameters - *such as Relevance and Authenticity of analysis, Group members' participation, quality of outputs and overall execution of presentation*

Case Study - Office Supplies Orders Analysis

- ✓ *An Office furniture and supplies company with a Global footprint wants to analyze its historical orders information to be able to better understand how its business has performed across different markets, customer segments and product categories*
- ✓ *Their nature of business is to take online order of office furniture and non/stationary items and supply to customers of different type, be it Corporate, Consumer or home-office*
- ✓ *It has extracted its historical orders information for a period of 4 years. This is available for every order placed by their clients for any date (in these 4 years)*
- ✓ *The following information is available pertaining to each order:*
 - *Order details – Order ID & Date, Product ID , Category & Description, Quantity and \$ Sales amount, Shipping mode and Order priority*
 - *Customer Information – Name, Segment, City, State, Country, Region and Market*
 - *Other miscellaneous information – Shipping cost, % discount, \$ profit*



Business Objective

- ✓ *The Company's leadership team is mulling different strategies which will boost its future sales and in turn profit*
- ✓ *They need assistance in performing some quantitative analysis and use the generated insights as a guide to decide an appropriate strategy*
- ✓ *Using the available information what analysis would you perform that can help the client ?*

How to decide what Approach to take ?

- ✓ *A good starting point is to list what all strategic actions can the client take to boost its sales/ profit*
- ✓ *Secondly, rule out the possibilities which cannot be answered by the provided data (as the client is looking for a Quantitative Analysis and its outcomes/insights to guide any decision making)*
- ✓ *For the areas where any analysis could be performed, think of the*
 - *Right questions to be asked or Hypothesis to be made, which the data can help answer*
 - *Appropriate metrics/summaries to be created and looked at*

Case Study : Grading Criteria

Index	Parameter	Weightage	Score (out of 10)
1	Relevance of Analysis	25%	
2	Quality of Outputs	10%	
3	Group Participation	25%	
4	Overall presentation	10%	
5	Response to Panel's questions	20%	
6	Creativity & Innovation	10%	



Thank You

Hero
vired