Life Science

Growth Strategy For Life Science Company

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Problem Statement

- Focus strategy on SEA regions as competitors have already established a base there

- Identify key product to spur growth in SEA regions

- Realign SEA strategy

Data Preparation And Transformation

- Legacy APAC Sales Of Year 2015
- Data Cleansing

SKU_No	SKU_Name
F850L	EQUINE GENOTYPES PANEL 1.1 500 RXNS
F850S	EQUINE GENOTYPES PANEL 1.1 SUFFICIENT FOR 100 REAC...
F860S	CANINE GENOTYPES PANEL 1.1 100 RXNS
F864S	CANINE GENOTYPES PANEL 2.1 100 RXNS
F900L	BOVINE GENOTYPES PANEL 3.1 500 RXNS
F900S	BOVINE GENOTYPES PANEL 3.1 100 RXNS
F904S	BOVINE GENOTYPES PANEL 1.2 SUFFICIENT FOR 100 REAC...
81090020	PC,Server,IBM, HCi Appliance Server
81090021	HCiAppliance Server Personal
81090037	2.0X Olympus Objective for CeLLInsight

PROPERTIES

Name

Table_Product_Details

All Properties

APPLIED STEPS

Source
Changed Type
✕ Replaced Value

SQLQuery1.sql - D...P-K3TA5HU\HP (53))*

```sql
Alter table revenue
 Add Foreign key (CustomerID) references Customer(CustomerID);

Alter table revenue
 Add Foreign key (ProductID) references Product_Details(Sku_No);  --- this has error

Alter table revenue
 Add Foreign key (Country) references Country(CountryID);

Alter table [dbo].[Order]
 Add Foreign key (CustomerID) references Customer(CustomerID);
```
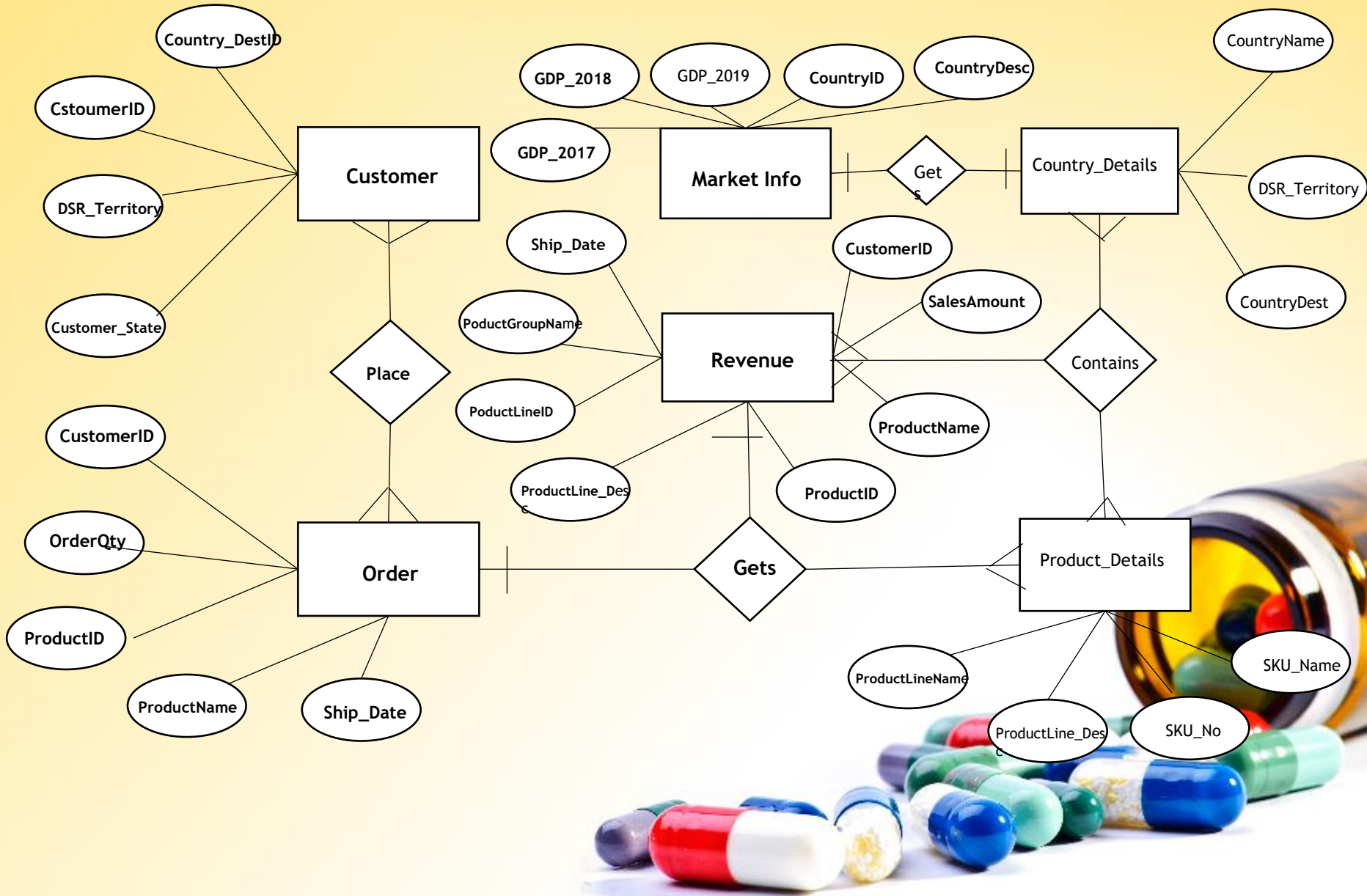
100 %

Messages

```
Commands completed successfully.

Completion time: 2021-01-15T10:28:27.0084668+08:00
```
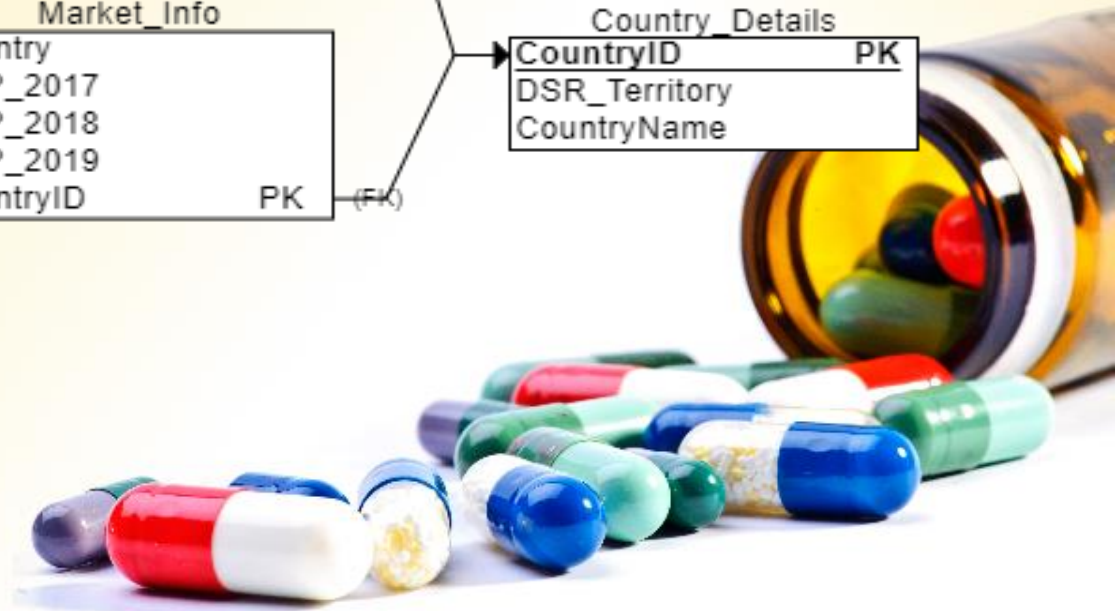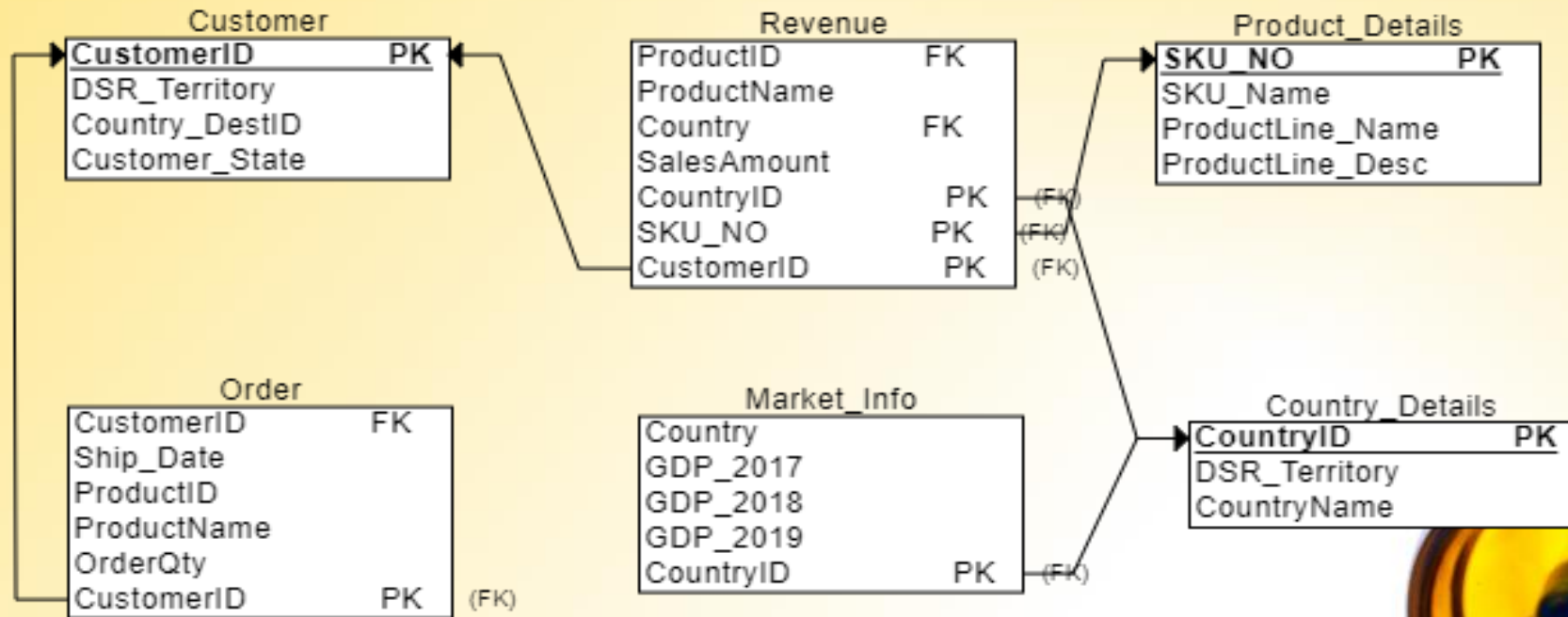
ER Diagram

Life Science Schematic Diagram

Data Analysis

- ## Top Product Sales

```sql
select ProductID,round(sum(salesamount),2) as TotalSales
from Revenue as r
inner join product_details as p
on r.ProductID=p.SKU_No
group by ProductID
order by 1 desc
```

100 %

Results   Messages

	ProductID	TotalSales
1	WR220BGXR220	712.60
2	WR188BGXR188	313.44
3	WR185BGXR185	203.20
4	WR183BGXR183	514.35
5	WR170BGXR170	185.04
6	WR141BGXR141	139.45
7	WR125BGXR125	369.95
8	WR113BGXR113	160.78
9	WR112BGXR112	235.84
10	WR097BGXR097	217.68
11	WR092BGXR092	185.04
12	WR082BGXR082	750.76

SEA Sales Analysis

SQLQuery1.sql - DES...(60)) Executing...* ⊣ ✕

```sql
Select r.SalesAmount,r.country,
CASE WHEN Datepart(month,[Ship_Date]) Between 1 And 3 THEN 1
WHEN Datepart(month,[Ship_Date]) Between 4 And 6 THEN 2
WHEN Datepart(month,[Ship_Date]) Between 7 And 9 THEN 3
ELSE 4
END AS Quarter
from [dbo].[Order]
left join Revenue as r
on [dbo].[Order].CustomerID=r.CustomerID
where r.Country in ('SG','ID','MY','TH','PH','VN')
Order By Quarter desc;
```

100 %

Results   Messages

	SalesAmount	country	Quarter
1	166.02	MY	4
2	104.00	SG	4
3	225.24	VN	4
4	78.00	TH	4
5	105.84	MY	4
6	14.30	SG	4
7	26.58	VN	4
8	139.10	TH	4
9	238.91	MY	4
10	78.00	SG	4
11	21.60	VN	4
12	404.95	TH	4
13	556.32	MY	4

Conclusion

- Focus strategy on **South East Asia** countries targeting **Thailand** And **Malaysia** sales

- Setup **sales representative office** in **Thailand** as the next promising country for growth

- Leverage on **Top 5 sku** and push for greater sales in **Thailand** And **Malaysia**

ProductID	TotalSales
RG550001	$3,600,830
26617	$2,902,477
K1622	$1,403,694
TCR0096	$596,556
89810	$531,300