1. Business Question: Effect of ebusiness customer on fulfillment channel sales
   1. Science Question1: Is the effect of becoming an ebusiness customer significantly decrease fulfilment channels of counter all else constant? (expect Direct to increase, Truck to increase, counter to decrease, and showroom to have no effect. )
      1. Are ebusiness
         1. Stock product and not direct (handling cost the same but additional expense of the truck.
         2. Direct < cpu < showroom < truck
   2. Science Question2: Does ebusiness sales utilization significantly decrease counter or showroom utilization all else constant?
   3. Background
      1. Henry wood believes he is losing counter sales because FOL default is ship direct (either truck or Direct)
      2. Ebusiness order defaults to delivery. The oml associate chooses between direct and truck.. can change to counter/showroom but rare and a hassel
   4. Fulfilment channel sales
      1. Counter, Direct, Truck, Showroom
   5. What is best way to categorize these sales – SQL
      1. Adobe Insight folder – SQL for fulfilment channel case statement
   6. What else effects fulfillment channel Sales?
      1. Customer-Time Level: Time invariant fixed effects, year month effects, branch
      2. Time Series: Seasonal, Macro Economic
      3. Account level – number of counter or showrooms, seasonal, Macro Economic
   7. General Questions
2. What is the effect of becoming an eBusiness Customer incremental Gross Profit
3. Effect of Silver/Bronze ebusiness customer in incremental sales (breakout -filter)
4. Effect of ebusiness customer in incremental sales (breakout by business group -filter)
5. After becoming an Ebusiness customer when do we see the lift
   1. Most likely to multiply time trend by effect
6. Effect of ebusiness customer in incremental sales (breakout by HVAC only (lyon 4 branches should be most effected))