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Business Problem Statement

Swire Coca-Cola being one of the largest western United States bottlers, has an opportunity with its business to understand what businesses are more successful with their product, but also create the most profitability and sales. Being able to identify the different types of businesses, their regions, sales volumes, and other key attributes will not only be able to provide key information for running the business, but also be able to help effectively price a product with its business customer. With implementation of information directly related to this project, Swire Coca-Cola will be able to identify its success by properly structuring business sales to business customers according to their different risk profiles. They will also be able to understand more fully the consumer sales from the business to provide future needs to their supply chain forecasting needs. Lastly, they will be able to get a greater understanding of how Coca-Cola is doing in the different types of businesses they provide product and services to.

The analysis brings insight from the past customer data utilizing different analytical models in Posit to help Swire Coca-Cola continuously improve their business results. The project will look at internal customer data first and possibly external data depending on availability and accessibility. The project team will be the ones working through the data and project throughout. There will be two weeks for exploring the data, four weeks building different data models, and then a couple weeks to compile the results to present to the stakeholders and business. Ultimately it will be a great project that will help identify key areas to improve today and in the future.