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# The Modern Business Data Analyst

A Case Study Introduction into Business Data Analytics  
with CRISP-DM and R

## BONUS CHAPTER

 Springer

## 8 Introduction

### 8.1 Welcome to the Junglivet Whisky Company

It's one of those cold, rainy afternoons. Dark clouds hang in the sky and pelting rain, which had been setting some hours before, hits the windows of your kitchen. "Just the right day," you think, "to make a hot cup of chocolate and start reading this boring book 'The Modern Business Data Analyst' I won as consolation at this bloody charity tombola". You carefully remove the milk from the stove and add some of the remaining *Dark Hot Chocolate Powder<sup>TM</sup>* you found in the can on the kitchen shelf. You let the pot with the milk cool down briefly and dig a huge cup out of the bottom of your shelf. Next to the cups, you find an open but probably eatable package of cookies. Happy about your luck, you put the cookies carefully on a small plate.

While you bring everything on a tray into your living room, you recognize that the rain already had decreased but the wind was still blowing over. You place the tray on the table just as it rings at the door. "Seriously? Who is that now?" runs through your head as you approach your apartment door. In front of the door there is an old man with a yellow postman jacket. In his hands is a sealed envelope that clearly was hit by the storm outside. Wordlessly, the dripping postman holds out a pen to sign the confirmation of receipt. You sign and curiously glance at the envelope. There is no shipping address. Before you can start to become even more suspicious about the letter, the postman has disappeared again in the rainy afternoon.

Considering the facts, you decide to open it. With trembling hands, you wind up the soaked envelope and find the following message:

*Dear distant relative,*

*Congratulations! If you read these lines I already passed away, inheriting you all my possessions, and more importantly you are now hired as CEO of my Whisky Company. But there is also bad news. Despite producing delicious whisky, the Junglivet Whisky Company has never been profitable. To be honest, we should have invested more resources in building a business data analytics unit. And making more data and fact driven management and marketing decisions. That will be your job! If you can ensure that the Junglivet Whisky Company makes sound profit in the next year, my lawyer will overwrite the whole company to you.*

*Cheers, your uncle seventh-degree, Wiliam MacMeran*