

| CHEMCORP INCORPORATED |



ChemCorp Inc. Case Study – Data Analysis

Estimated time to complete: 2 - 5 Hours

It's your first time working for Chem Corp's Chief Sales Officer, Amelia Edwards. She's kindly provided the data file for you to go through, "[ChemCorp Sales Data Jan15 – Dec15](#)".

Using Tableau, please import the ChemCorp Sales [data](#) provided and begin addressing the questions below.



Please ensure that for each 'tab' you create in Tableau, you clearly list out which question your tab is answering.

- 1. Understanding the Market Segment** – How do the segments differ?
 - i. For each segment, what % of customers in that segment purchase this specific chemical?
 - ii. What is the revenue breakdown per industry segment? (i.e. Which industries provide the largest inflow of revenues?)
 - iii. Does there exist any seasonality where industry sales drop or rise rapidly? (Perhaps consider whether there is any fluctuation of individual chemical sales.)
 - iv. What is the geographic distribution of each segment?
- 2. Market Opportunity** – Are there any existing opportunities ChemCorp should focus on when examining its existing customer segments?
 - i. Of the six segments ChemCorp's business has focused on, which segments yield the highest average profit margin(s) on a % basis?
 - ii. Beyond profit margin %, how does this segment compare with the number of customers in that segment? (I.e. Create a graph which addresses both the profit margin % versus the number of businesses in that segment)
 - iii. Of the segment which proves most attractive, which products are responsible for driving the highest profit?
- 3. Product Divestment** – Of the current products that ChemCorp produces, does there exist any chemicals or industries that they should divest themselves of?

- i. Of the six segments ChemCorp's business has focused on, do any negative or very low-profit margins exist?
- ii. Identify insights and/or recommendations to the management team.
(You will create a slide deck based on these findings later on in the course.)
 1. If the company were to divest in a particular area, where should they focus their resources (i.e. Instead of using resources for Industry X or Chemical Y, they should focus their efforts on Chemical B.)