

\* BOA/DAA Case Study Structure/Format. \*  
 ✓ sales incentive, compensation / sales force deployment  
 ✓ growth  
 ✓ new product launch

Given:- Case; Problem Statement. [1 page]

Tables as per parts/sections [many (7-8) tables at end of all section as Appendix]  
 4 parts/sections. | Obj ⇒ given | ++ graphs & charts.

Obj:- Part 1/Section 1  
~~Improving~~ graphs, charts) - given



use & answer 3-4 ques

(Improving current sales process)

Part 2/Section 2.

growth of sales

↓ observe in - 4 ques  
 graph & connect.

Part 3/Section 3

- Data Accuracy - 3 points  
 faults/

- creating formulas for funding something

↓  
 using columns.

Part 4/Section 4

✓ strategy building upon an issue/problem

✓ Recommendation

✓ goal based.