Sample Strategic Analytics Case Study

**CLIENT PROBLEM**

* A client has sent historical data on the profitability of their products. The client would like us to analyze the data to answer a few initial questions
  + Where should the client focus their efforts to maximize profitability?
  + Who are their top salespeople?
  + Are Region or Industry statistically significant in determining profitability?
  + Based on this data, is there a way to predict their next year’s revenue if they keep the same product portfolio?
* The client would also like us to include any other insights that can be gained from this data, as well as an overview of what additional data would be helpful

**FINAL PRODUCT**

* **Note:** They do not keep one source system so they have to send over several different files. While the data is used on a  regular basis there have been data submission errors in the past
* Cleanse the data, merge into one dataset and conduct the analysis using whatever tool or programming language you are comfortable with.
* Lay out your findings and recommendations in a brief (2-3 slide) client ready presentation / Tableau dashboard. Include any charts that help your conclusions. Any details on the analysis methodology and approach can be included in the appendix.

* Include your code or analysis files as a separate submission (Please state any assumptions and logic within the comments as necessary)