SAS CASE STUDY 2

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SAS CASE STUDY-2

Business Context: One of the leading retail chains in London having more than 15 stores which sells Laptops and accessories.

The company would like to define the product strategy and pricing policies that will maximize company projected revenues in 2009

Data Availability: The data set we will be using for our session comprises of 4 tables:

Point of Sales POS Transactions: 2008 Year Laptop Sales information

Laptops: Laptop's configuration & product information

Store Locations: Store's geographical information

London Postcodes: Customer's geographical information

Case study charter and Expectations: Please note that this is an analytics oriented case study where your analytical and business thinking is more important than knowledge of the tool. All questions are open-ended and centered around business thinking and different trainees might answer the same question differently.

When we think of a business strategy, the following are some areas that you should answer. Any additional areas will be welcome in your final approach.

For your final approach, you need to share the final SAS codes **AND** also your final outputs, which should include summarized tables and charts included in Excel/Word/PPT format. The output should hence explain your inferences and insights to the analysis that you have conducted.

Your output should hence be what you would want to present finally to the client.

PRICING – What effects changes in Prices?

1. Does laptop price change with time? (Remember you define time element and can choose between quarters/months/weekdays/etc)
2. Are prices consistent across retail outlets? Do stores with lower average pricing also sell more?
3. How does configuration effect laptop prices?

LOCATION – How does location influence Sales?

(For this create the distance between Customer and Store using the Euclidean distance formula as follows:

$$\text{Distance} = \sqrt{(x_2 - x_1)^2 + (y_2 - y_1)^2}$$

1. How far do customers travel to buy their laptops?
2. Does store proximity to customers help in increasing sales of the stores?

OTHER QUESTIONS

1. Which stores are selling the most? Is there any relationship between sales revenue and sales volume?
2. How do different configuration features effect prices of laptops?