

ChemCorp Inc. Case Study

Problem Statement

Can the Chief Sales Officer of ChemCorp. formulate an action plan from a data analysis team created high-level slide deck with three key sections: customer strategy, market opportunities, and product divestment; execute such plan to regain one of the five lost customer, identify one potential new market opportunity and eliminate one low performing product by the next month?

Context

ChemCorp., a fortune 500 company that have expanded business in the past few years from the observation of impressive increase in market demand. However, this mean that competition was also rising with newer companies entering the industry with better optimized delivery channels or newer technologies such as Machine learning and AI. ChemCorp has since then lost five of its long-term customers to competitors; actions must be taken, or this trend could result in a bad outlook for the company's valuation.

Criteria for Success

- The special team to come up with a high-level slide deck for the new Chief Sales Officer Amelia Edwards.
- This needs to be done as soon as possible, possibly within one week.
- The slides must address the three key sections:
 - Customer Strategy
 - Market Opportunities
 - Product Divestment

Scope of the Solution Space

The team is to focus the analysis on the current and historical sales data with attention on customer data for the customer strategy section, the six primary industries for market opportunities section and eleven chemical products ChemCorp currently produces for the product divestments section.

Constraints within Solution Space

- Time limit of a week is the most important constraint
- Lack of market data could hinder analysis on new opportunities
- Sales and customer data are only limited to the past year

Stakeholders to provide key insights

- Amelia Edwards: CSO to receive the presentation slide
- Data analyst team to make the slide
- Sales and accounting to retrieve the necessary data

What key data sources are required?

- Sales data
- Customer data
- Market data
- Cost/profit data for the current products