Applied Analytics and Predictive Modeling

Spring 2021

Lecture-11

Lydia Manikonda

manikl@rpi.edu

Today's agenda

- In-class business case competition

- Work together as teams that were assigned for the case studies
- The score obtained for this task will be considered towards your grade

Retail super store data

- [Download] Please download the data about a store that delivers products to different customers in different regions around the world.
- [Data Description] The data also includes how much profit they make based on the quantity of items being purchased.
- [Logistics] You have an hour time and choose 1 task
- [Presentation] Your team will get 1 min each to showcase your final results – present as if you are talking to a lay person with no data analytics background

Example Tasks..

- Supposedly YOU own this store – your end goal is to improve your profits. So, what changes might help your sales?
    1. Which region should you target to do more marketing from the customer purchase data in the provided dataset to ensure you are improving your sales – discuss tradeoffs
    2. Moving forward, what kinds of products should your company focus on to ensure you are improving your sales – discuss tradeoffs
    3. Can you save money by lets say dropping a specific type of shipping that's not earning profits – discuss tradeoffs.
    4. Feel free to think about any other aspect that will help you earn more profits..