Data Science and Analytics: Case Study

Name: _____

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Date: _____

Unit	Case Title
3	**Excel Tools: Pivot Tables: Multi-Channel Pharmacy**

You are the data scientist for Acme Pharmacies, a pharmacy that goes to market with three distribution channels. The channels consist of a retail store, an Internet website, and a kiosk to place orders inside of an Acme Supermarket. You want to understand how sales in the three channels compare, so you decide to create a set of pivot tables to analyze the situation from different perspectives.

You assemble the following data set.

Customer	Sales	Date	Product	Channel
Martin Mu	$700	January	Product A	Retail Store
Nora Nu	$500	February	Product B	Website
Peter Pi	$200	February	Product B	Retail Store
Rhoda Ro	$600	January	Product B	Website
Sigmund Sigma	$800	January	Product A	Website
Terry Tau	$900	February	Product A	Kiosk

1. Create a pivot table showing sales by product. State the total amount of sales from Product A.

> Total amount of sales from Product A: $_____

2. Create a pivot table showing sales by product and by date. State the total amount of sales from Product A for the month of January.

> Amount of sales from Product A for January: $_____

3. Create a pivot table showing sales by product, by date, and by channel. State the total amount of sales from Product A for the month of January, sold through the website channel.

> Amount of sales from Product A for January, sold through website: $_____

Commentary: Which channel does the most business? Which does the least? What changes would you make to channel strategy as a result of this analysis?
Include an industry comparison: What multi-channel strategies do other companies employ? What kind of percentage allocation among channels should we expect at Acme, based on what other companies do?

> **Commentary:**