MARKETING ANALYTICS: Case Study   Name: _____

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Case No.	Chapters	Case Title
12	12	**Pivot Tables: Multi-Channel Pharmacy**

Background:

You are the marketing manager 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.

1. 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

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

Total amount of sales from Product A: $_____

3. 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: $_____

4. 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: $_____