

# Data Analytics Case

## SuperDepot

The Fletcher Company is a fictitious conglomerate with divisions in the retailing, manufacturing, and insurance industries. The retailing division consists of a chain of office supply stores known as SuperDepot. You are the controller of SuperDepot. Pricing and product-line strategy decisions at SuperDepot are made by the CEO with input from the Vice President of Marketing. The Vice President of Marketing has just resigned and the CEO wants to reevaluate the pricing and product-line strategy decisions for each division. Fletcher's CFO is out on an extended medical leave and has asked the divisional controller to complete this assignment for SuperDepot without her assistance.

### Required

1. Provide Fletcher's CEO with an interactive report presenting the sales and profits of SuperDepot for the last four years. Use an interactive visualization software to produce one or more Interactive data visualization (IDVs) of the sales information contained in the SuperDepotSales.
2. Prepare a one-page memo describing the data and how the IDV may be used to assist management in making pricing and product line strategy decisions.

### Note:

Please submit the workbook file and the memo by the beginning of the class on Thursday October the 27<sup>th</sup>. A cover sheet should include your name, class title, and the date. Your work should be absolutely very professional.

### Source (Adapted from):

Janvrin, D, R. L. Raschke, and W. Dilla. 2014. Making sense of complex data using interactive data visualization, *J. of Acc. Ed.* 32 (2014) 31–48.