



MISM 3115 Assignment 1: Turner Management Training, LLC

Turner Management Training, LLC sells online management training books and streaming videos to customers in the U.S. who want to improve their management skills. The company promotes its products in two ways: through (1) direct email and (2) web-based banner ads. Your manager has asked you to analyze sales data and make recommendations to improve its overall sales based on the results of the analysis.

To get started, download the Excel data file *AI_TurnerManagementTrainingSales.xlsx*. The data file includes sales transactions for a single day. Other data include Customer ID, Region of Purchase, Payment Method, Source of Contact (e.g., did the customer respond to a direct email or a web-based banner ad), Amount of Purchase, Product Purchased (either online book or video), and the Time of Day of each sale (24-hr format).

Instructions:

Part 1: Data Analysis

Review the data elements in the file and then create PivotTables and Charts to answer the following analysis questions. Note the PivotTables and Charts can be stacked on a single worksheet labeled “Analysis.”. Clearly label PivotTable and Chart that correspond with the question (see examples below). NOTE: the PivotTable and Charts need to correctly show the unit of measure (for example, if the question is asking for the number of customers then the unit of measure is “Count”; If the question is asking about sales, then the unit of measure is total sales or average sales, depending on the question).

Analysis Questions:

1. What region do most of Turner Management Training Company’s customers come from?
2. Are there regional differences in total sales (\$\$) by the source of contact (e.g., which type of ad - email or web-based banner ads- do customers in in each region response most to)?
3. What type of payment method is used most frequently to, and does it differ by the source of contact (whether the customer responded to an email ad or a web-based banner ad)? Use total sales volume in \$\$.
4. What times of day have the highest product sales and does this differ by source of contact? Use a line chart to illustrate sales by hour based on source of contact (email vs. web-based banner ads).
5. What percent of total sales does each product (online book or video) represent and are there regional differences in the type of product customers purchase?

Part 2: Summary and Recommendations

On a separate worksheet (labeled “Recommendations”), insert a textbox and summarize the results of the analysis followed by your recommendations (see example below). Your summary should identify sales trends by product and by region, and reference results of your analysis (e.g., The East Region has the highest volume of overall sales with streaming video accounting for 35% of total sales and online books accounting for 65% of total sales). Following the summary, recommend at least **three specific actions** you think the company should take (e.g., Is there a region the company should focus its marketing efforts on to increase product sales?). Include relevant Pivot Charts to support your recommendations.

File Submission

Upload a single Excel (.xlsx) data file with worksheet tabs labeled (Sales Data, Analysis, and Recommendations) to the Assignment Dropbox. The analysis should be professionally formatted (i.e., headings, labels, correct number formats, etc.),

have the correct unit of measure for the type of analysis, appropriate sorting of data, and the summary and recommendations written in complete sentences with no grammatical errors.

Note: This is an individual assignment and your submission must be your original work to receive credit.

Assessment:

Please review the grading rubric below to see how the assignment will be assessed.

Criteria	Exceeds Expectations 3 points	Meets Expectations 2 points	Does Not Meet Expectations 1 point	
Data Analysis	All assignment questions are answered correctly using appropriate pivot tables and charts.	Most assignment questions are answered correctly using appropriate pivot tables and charts.	Some assignment questions are answered correctly using pivot tables and charts.	/ 3
Summary and Recommendation	Results of data analysis are accurately summarized and well-developed recommendations are made based on the results.	Results of data analysis are accurately summarized and appropriate recommendations are made based on the results.	Summary and recommendations do not reflect an accurate interpretation of the analysis or are not thorough or appropriate for the analysis.	/ 3
Presentation of Analysis	Analysis and recommendation are professionally formatted and presented.	Analysis and recommendation are formatted correctly.	Analysis and recommendation are not formatted correctly or presented professionally.	/ 3
Total				/ 9

Overall Score

Exceeds Expectations 8 points minimum	Meets Expectations 6 points minimum	Does Not Meet Expectations 0 points minimum
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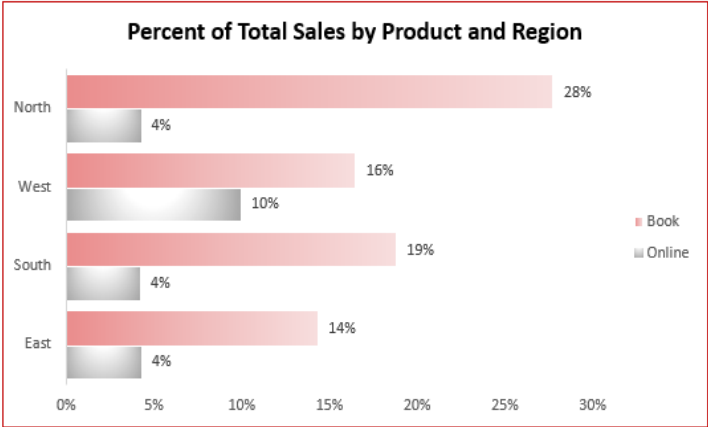
Grading Scale

Exceeds Expectations (8-9 points)	Rubric Score =	9	Grade =	100
	Rubric Score =	8	Grade =	90
Meets Expectations (5-7 points)	Rubric Score =	7	Grade =	85
	Rubric Score =	6	Grade =	80
	Rubric Score =	5	Grade =	70
Does Not Meet Expectations (< 5 points)	Rubric Score =	< 5	Grade =	50-60

Sample PivotTables and PivotCharts (prepare your analysis as though you were submitting a professional business report or presentation – all data should be sorted and correctly labeled (percent/number format); remove extra chart elements (axis labels, gridlines, etc.), and use consistent colors in your Pivot Charts.

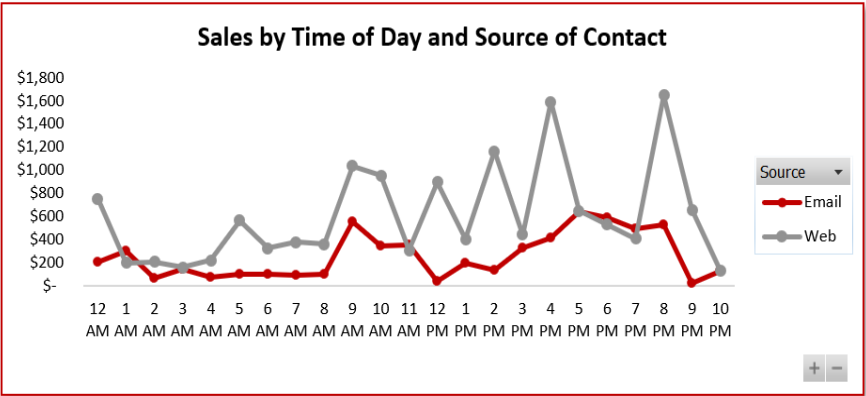
Question 5: What percent of total sales does each product represent and are there regional differences?

Percent of Total		Product	
Region		Online	Book
East		4%	14%
South		4%	19%
West		10%	16%
North		4%	28%
Percent of Total Sales		23%	77%



Question 4: What times of day have the highest product sales and does this differ by source of contact?

Sales by Time of Day		Source	
Hour		Email	Web
12 AM	\$	204	\$ 752
1 AM	\$	302	\$ 195
2 AM	\$	65	\$ 203
3 AM	\$	141	\$ 158
4 AM	\$	68	\$ 217
5 AM	\$	94	\$ 562
6 AM	\$	100	\$ 324
7 AM	\$	84	\$ 374
8 AM	\$	96	\$ 358
9 AM	\$	552	\$ 1,033
10 AM	\$	339	\$ 950
11 AM	\$	351	\$ 305
12 PM	\$	34	\$ 893
1 PM	\$	197	\$ 401
2 PM	\$	129	\$ 1,160
3 PM	\$	326	\$ 441
4 PM	\$	413	\$ 1,590
5 PM	\$	635	\$ 646
6 PM	\$	590	\$ 529
7 PM	\$	493	\$ 406
8 PM	\$	521	\$ 1,646
9 PM	\$	17	\$ 656
10 PM	\$	122	\$ 131
Total Sales	\$	5,872	\$ 13,930



Sample Summary & Recommendations Layout (example only)



Summary and Recommendations Turner Management Training Company Sales Analysis

Summary of Key Findings:

An analysis of transactions for Turner Management Training Company was completed to identify trends in customer sales. The following are key findings from the analysis:

1. The majority Turner Management Training company's customers are located in the [.....] region.
2. *(Note: include a statement of your findings for each question)*
- 3.
- 4.
- 5.

Recommendations: *(Answers will vary by student)*

1. Increase web-based banner ads in the East Region to promote sales, primarily of online management training books.
- 2.
- 3.

Note: Recommendations can include any type of change to increase total sales of the company's products including changes in timing of ads, changes in the product mix - are both products viable?, changes in how advertising dollars are spent, etc. Your recommendations should include supporting data (e.g., state the percent of total sales a product or region represents to support your recommendation). Include at least one chart to support your recommendations.

