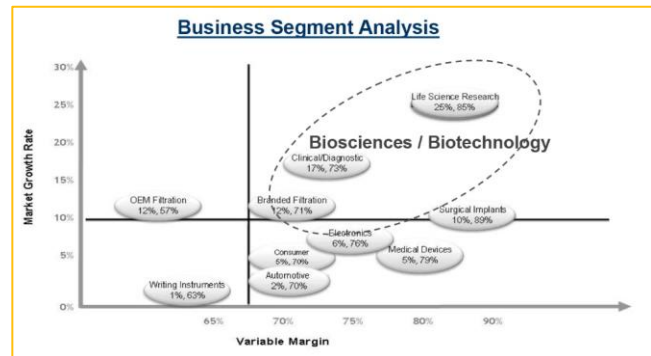# Case Study: **Building Data-Driven Business Strategies**

What We Did

- **Built databases at the SKU level with transactional data for several companies, including consumer and industrial businesses**
    - Defined business hierarchy and taxonomy
    - Connected shipment, inventory, and cost data
    - Analysis by customers, product lines / categories, licenses, geography
- **Provided analysis of trends and margins by customers, channels, product lines, licenses, etc.**
    - Determined high growth, high margin business segments for focus and investment
    - Identified problem customers with declining sales by product line, by department

Business Segment Analysis

    - Focused on improving lower margin customers and product lines
    - Developed distribution gap analysis for sales force
    - Identified need for more standardized terms & conditions with specific actions for key customers
    - Completed ABC analysis of SKUs; identified candidates for elimination up to half the SKUs created
- **Using five to seven years of data, built the ability to continuously update, maintain, and provide a dashboard. Data magnitude can be large depending on complexity (number of countries, business units, product lines, and stock keeping units)**

To learn more, visit http://guilfordgroup.com/data-analytics-case-studies or call us at 317.814.1035 x600