

Class Tasks A1.1  
Understanding the Scenario  
Suggested Answers



## Class Task 1.1.1 – Understanding the Scenario Example A

You are working as a Business Analyst for a large pharmaceutical company. The Managing Director wants to be able to look at the sales being made by each of the sales managers and identify which of a range of four KPI factors are influencing sales.

From this the Managing Director wants to be able to identify which Sales Manager is performing the best and the worst and identify the top selling product and the sales median over a 6-month period.

**Time Allowed: 7 minutes**

Who Needs the Data model?

Answer: The Managing Director

Identify four things that the data model should do?

1. Identify the best performing sales manager.	2. Identify the worst performing sales manager.
3. Identify the top selling product.	4. Identify the sales median over 6 months.

What is the context of the data model?

Answer: Pharmaceutical Sales

List all the keywords that you do not understand.

Answer: KPI factor, Sales Median



## Class Task 1.1.2 – Understanding the Scenario Example B

You are constructing a data model to analyse a business workflow for a medium sized book publishing company. The Backlist Production Manager has requested that the data model check to see that the input sales match the vendor sales.

In addition, the data model should estimate the TTP for each book, the vendor percentage markup as well as the overall lead time for the workflow.

**Time Allowed: 10 minutes**

Who Needs the Data model?

Answer: The Backlist Production Manager

Identify four things that the data model should do?

1. Make sure input sales match vendor sales.	2. Estimate the TTP for each book.
3. Estimate the vendor percentage markup.	4. Estimate the overall lead time for the workflow.

What is the context of the data model?

Answer: Book Publishing

List all the keywords that you do not understand.

Answer: Business Workflow, Input Sales, Vendor, Vendor Sales, TTP, Vendor Percentage Markup, Overall Lead Time, Backlist Production



# Class Tasks 1.1- Sources of Data Suggested Answers



### Class Task 1.1.3 – Sources of Data

You are carrying out an analysis of the weekend box office results for films released over the Christmas and New year weekends.

You have been given four spreadsheets located in the folder called **DataSets**. Only two contain the information you need.

Firstly: decide which spreadsheets you are going to use.

Then, open a new Excel Worksheet, and save it as 1.2\_Answers.xlsx.

Copy and paste only the following columns into your answer sheet for both weekends:

Rank

Film

Weekend Gross

% Change on Last Week

Weeks on release

Number of Cinemas

Arrange the columns of data as you see fit and answer the following questions:

**TIME ALLOWED: 15 minutes**

#### Question 1:

Which films stayed in the same place over Christmas and New Year?

Answer:

Spider-Man: No Way Home, Clifford The Big Red Dog, Encanto

#### Question 2:

Which films were newly released at New Year?

Answer:

The King's Man, Titane

#### Question 3:

Which film showed the biggest weekly percentage gain over New Year?



Answer:

House of Gucci

Question 4:

Which films were newly released at New Year?

Answer:

The King's Man, Titane

Question 5:

What was the total box office income at Christmas?

Answer:

£ 8,478,878

Question 6:

Which film had the biggest increase in the number of cinemas it was released on between Christmas and New Year and by how much?

Answer:

Clifford The Big Red Dog, 73 cinemas increase.



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