

Part 2: As noted in the case in [Chapter 1](#), the supply chain worksheets provide cost data associated with logistics between existing plants and customers as well as proposed new plants. Ms. Burke wants you to extract the records associated with the unit shipping costs of proposed plant locations and compare the costs of existing locations against those of the proposed locations using quartiles.

Part 3: Ms. Burke would also like a quantitative summary of the average responses for each of the customer attributes in the worksheet *2014 Customer Survey* for each market region as a cross-tabulation (use PivotTables as appropriate), along with frequency distributions, histograms, and quartiles of these data.

Part 4: Propose a monthly dashboard of the most important business information that Ms. Burke can use on a routine basis as data are updated. Create one using the most recent data. Your dashboard should not consist of more than 6—8 charts, which should fit comfortably on one screen.

Write a formal report summarizing your results for all four parts of this case.

In part 1, the goal was to provide an overview of PLE's business performance and market position through charts and graphs and analyze them. Each graph tells a different thing. The Dealer Satisfaction graph tells us how satisfied dealers are doing business with the company. If dealers are satisfied with the company, we know the company is pretty trustworthy. The End-User Satisfaction graph tells us how satisfied customers who use the company's mowers and tractors are. If satisfaction is high, then the company is producing consistent quality products. The Customer Satisfaction graph tells us the overall satisfaction of customers, which we would want to be high. A high overall satisfaction with customers means the company is more likely to retain customers. The Complaints graph tells us how many complaints the company receives each month. Ultimately a company wants no complaints and having complaints is bad for company image and perception of reliability. For the Mower Unit Sales and Tractor Unit Sales graphs, we want to see sales increasing for both each year. If both categories aren't increasing, we want to find out why. The Industry Sales graphs give us an idea of how the company is doing in comparison to the rest of the industry as a whole. For the Operating and Interest Expenses graph, we want to see the amounts stay constant; if expenses are increasing along with sales, profitability is not necessarily increasing. The