Candidate workbook excerpt

Meadowlark sales database.xlsb

Sales Database (Shortened) / A4:M8, selected columns

Company	ItemNumber	Qty	SalesAmount
Stone Creek	MK-2674	1.12	-18.30
Stone Creek	MK-1515	5.60	140.69
Stone Creek	MK-1526	5.60	93.96
Stone Creek	MK-1527	16.80	189.86

Candidate exhibit excerpt

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Pet-food sales diligence

Assignment

You have four hours to review the sales database and send an editable Excel databook and a brief PowerPoint presentation. Meadowlark manufactures pet food for brand owners and sells through retail and export channels. Decide whether the investment team should spend more time on the business.

Sales and customers

Who are the key customers, and what products do they buy? Where has Meadowlark gained or lost business? How do margins differ by customer and product, and how have price and volume changed?

Customer growth

How much growth came from existing customers and how much from new ones? How many customers were added or lost each year? Identify other findings that bear on the investment decision.

The data

The file covers January 2016 through April 30, 2020. Keep enough detail in Excel to trace the presentation back to individual transactions.

Meadowlark Pet Kitchens

4-Hour Raw Sales Data Analysis & Readout

From the assignment

You have four hours to review the sales database and send an editable Excel databook and a brief PowerPoint presentation. Meadowlark manufactures pet food for brand owners and sells through retail and export channels. Decide whether the investment team should spend more time on the business.

Submission window

Four hours from receipt. Return Excel and PowerPoint at the cutoff.

What you submit

Editable Excel analyses and a brief PowerPoint.