From: A vice president on the deal team
To: Andrew Gallagher
Sent: Sunday, 2:00 PM
Subject: Sales database exercise
Attachments: Sales database.xlsb

Andrew,

It was good to have you in the office recently. The take-home exercise is attached and described below. Please send me your Excel analysis and a brief PowerPoint presentation by 6:00 PM tonight.

You have just been staffed on a new deal and got access to the data room last night. The company, Meadowlark Pet Kitchens, is a fast-growing outsourced manufacturer of pet food for leading brands. We are trying to get a quick read on the main sales and customer trends in the business.

Using the attached data, and the questions below as a guide, please pull together charts, graphs and tables in a PowerPoint presentation, supported by an Excel file with your analysis, to help us understand the company's trends.

- Who are the key customers? What are the key products sold to those customers?
- Where has the company been growing? Where has it been losing business?
- How similar or different are margins by customer?
- How have price and volume trended?
- How much of the growth has come from existing customers and how much from new ones?
- How many new customers are added each year? How many have been lost?
- Anything else you find in the data that bears on whether we should spend more time here.

Good luck.

Best,

[Name removed]

This is the firm's email, reworded, with the names and the company changed.