ACCT414 ACCOUNTING ANALYTICS CAPSTONE

FONG LEE

PROBLEM STATEMENT

To achieve Fong Lee Metal's vision of being Singapore's leading data-driven precision engineering company, how can they better price their quotations to **increase the likelihood of closing a deal** while **improving lead time**, thereby **optimising their pricing strategy** and **improving their market competitiveness**?

METHODOLOGY

Issue Identification:
Multiple factors affecting the overall success of a client accepting Fong Lee's proposed purchase order

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Preliminary work:
Exploratory Data Analysis + Logistic Regression to identify important variables

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Final product:
1. Predict the probability of winning the PO according to proposed pricing inputs
2. Sales Analytics Dashboard

KEY RECOMMENDATIONS

Target contacts who are not bringing in sales through personalised marketing strategies
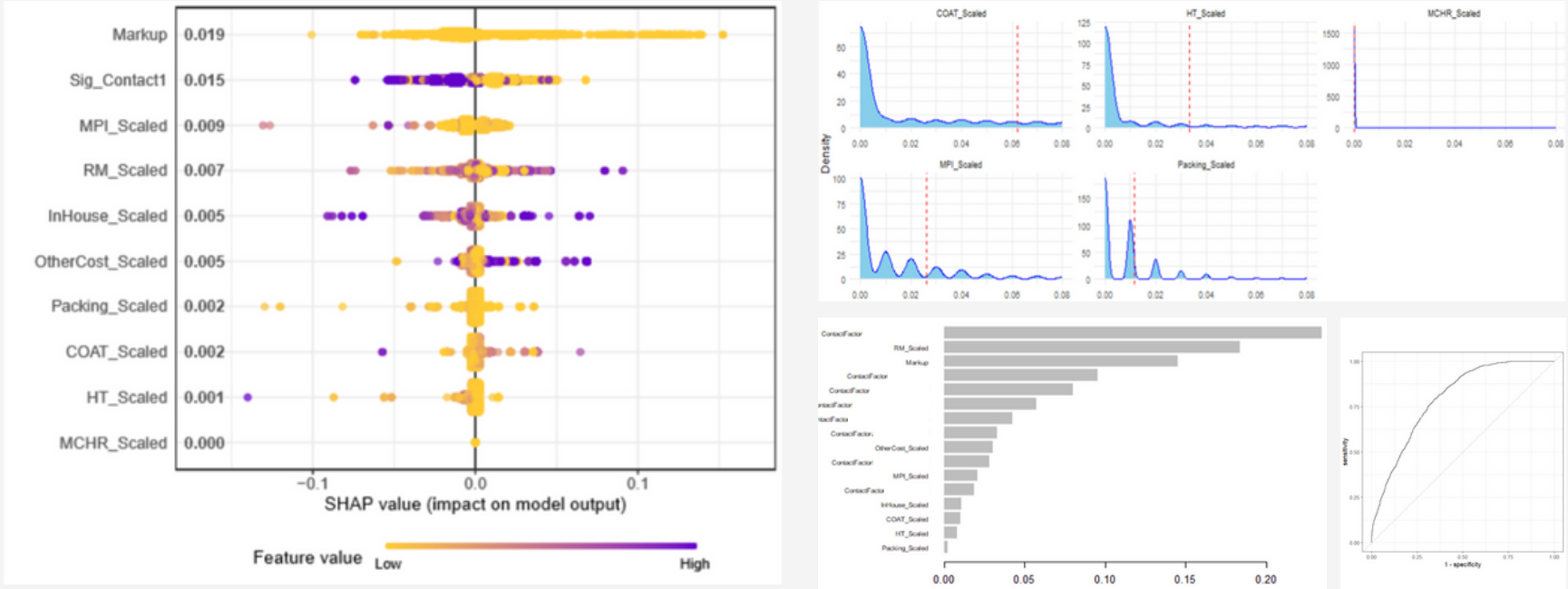
Profile customers by key variables to improve insights; Tailor pricing strategies based on their profile to maximise likelihood of closing deals

FOR FUTURE EXPANSION

Standardised data inputs from all purchase orders to obtain cleaner data and better accuracy for insights

Digitalise purchase order process for ease of use and accessibility for customers

REGRESSION ANALYSIS

Key variables: "Raw Materials", "In House", "Other" costs

DASHBOARD

NICOLE CHAN **BENJAMIN SIM** **ERINN LEE** **DOMINIC LOW** **EDMOND NG**

SMU SINGAPORE MANAGEMENT UNIVERSITY