

Total Stores

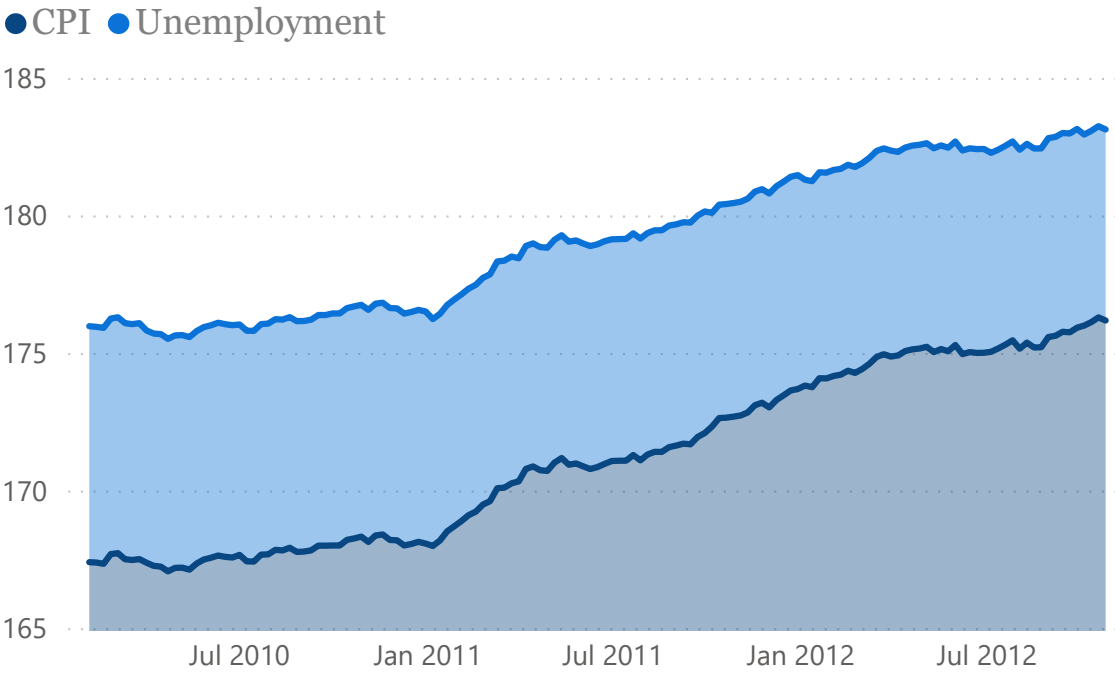
45

Dept
All

Weekly Sales for all Stores (Maximum Sales occur during Christmas and Thanksgiving)

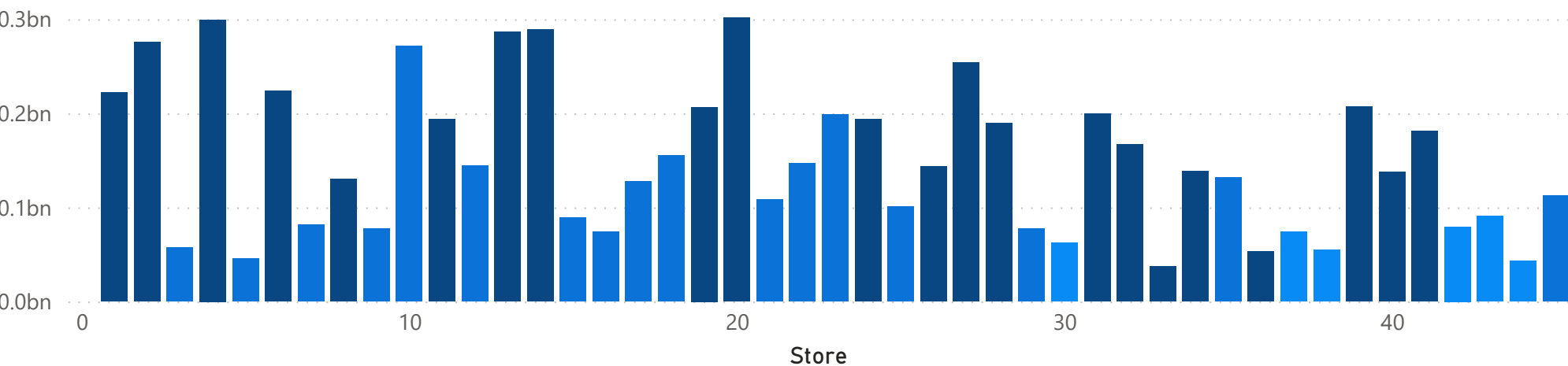


Negative Correlation Between CPI and Unemployment

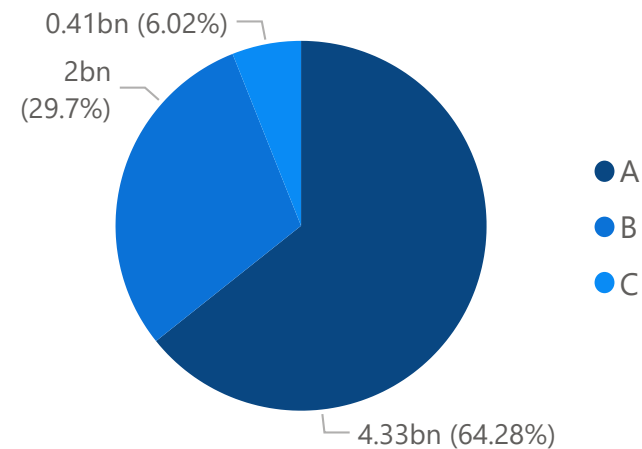


Total Sales per Store (Maximum Revenue coming from Store 4 and 20)

Type ● A ● B ● C



Revenue By Store Type



PowerBI Dashboard: [Link for Dashboard](#)

Observations for each feature (Factors affecting Sales) : Univariate Analysis

1. **IsHoliday** : Out of total weeks only 10 weeks were holiday weeks including Christmas and Thanksgiving when sales were maximum.
2. **Stores** : Total stores are 45 and maximum revenue is coming from store 4 and 20 which are of type A.
 - a. **Types** : There are 3 types of stores A,B and C.
 - b. **Size** : Based on Size, Type A stores are bigger in size and contribute around 64% to total revenue. Type C stores are smaller in size. Only 6 stores are of Type C and contribute around 6% to total revenue.
3. **Department** : More the departments in a store, maximum the sales.
4. **Temperature** : Not much impact on sales.
5. **Markdown** : (Markdown 1- 5) Since more than 50% of values are missing, not able to conclude anything.
6. **Size** : Bigger the size of the store, maximum the sales.
7. **Fuel Price** : Not much impact on Sales.
8. **Unemployment** : Less unemployment, more Sales or Vice-versa.
9. **CPI** : More the CPI, more sales or Vice-versa.
10. **Sales** : Maximum Sales occur during Christmas week and Thanksgiving week for both years.

Also, using PowerBI analytics tried to forecast sales for 10 coming weeks using 95% confidence intervals. (Line Chart)

Bivariate Analysis:

1. Unemployment and CPI : Both are negatively correlated. As unemployment decreases, CPI increases because the purchasing power of customers increases.

Multivariate Analysis:

1. Unemployment, Sales and Type of Store: Due to more unemployment near Type C stores, sales are less. Because of less purchasing power.
2. CPI, Sales and Type of Store: Due to an increase in CPI near Type A stores, sales are more.

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