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| National Clothing Chain Summary Report | Overall Status: **Status** |

# Project Name: Market Analysis Report for National Clothing Chain

Date

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| Status Code Legend |  |
| * On Track: Project is on schedule | * High Risk: At risk, with a high risk of going off track |
| * At Risk: Milestones missed but date intact | * Off Track: Date will be missed if action not taken |

Analysis Questions:

1. What is the correlation (R2 value) between sales and income?

The correlation (R2 value) between sales and income is 0.78.

1. What is the correlation (R2 value) between customer ratings and product return rate?

The correlation (R2 value) between customer ratings and product return rate is 0.69.

1. What are the linear regression formulas to predict customer sales and customer incomes?

The linear regression formulas are as follows:-

**Sales Prediction**

Final Formula for Sales Prediction = "X (Sales)=" & ROUND([b],2) & "-Y (Income)/-" & ROUND([m],2)

X (Sales) = 72639.72 – Y (Income)/-72.43

**Income Prediction**

Final Formula for Income Prediction = "Y (Income)=" & ROUND([m],2) & "x (Sales)+" & ROUND([b],2)

Y (Income) = 72.43x (Sales) + 72639.72

1. Which customer do you predict has the highest income?

Jon Little is being predicted with the highest income of $ 4,52,897.22.

1. Which product will be advertised the most?

Spring T-Shirt will be advertised the most.