



# Sales Data Analysis

## Sales Overview

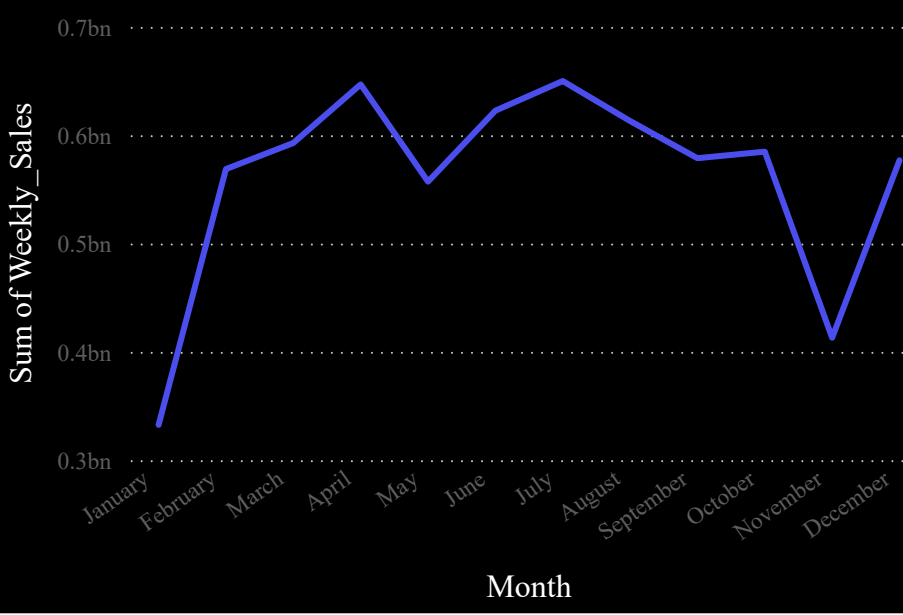
Highest Weekly Sales

3.82M

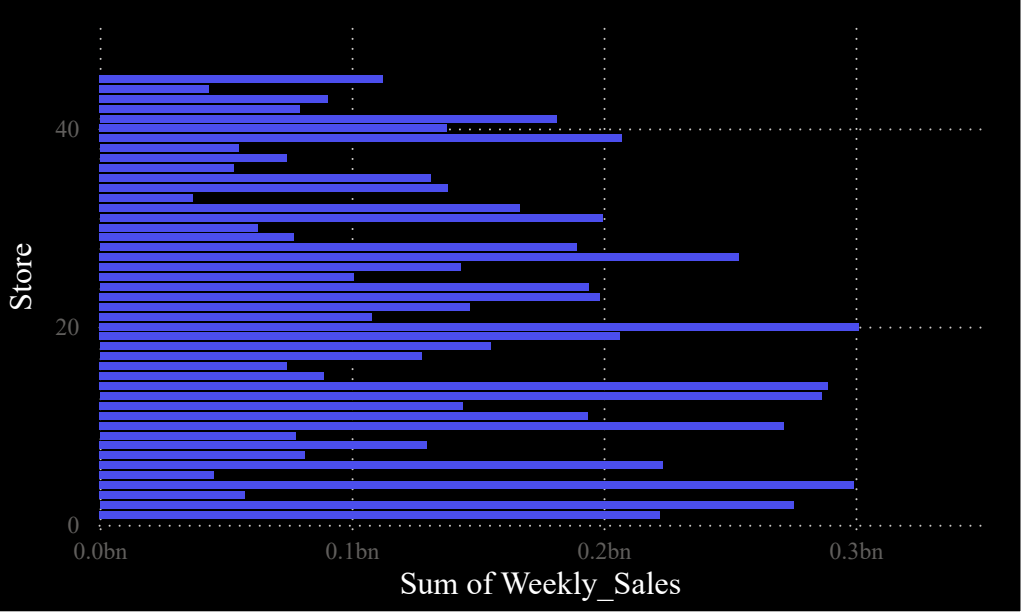
Lowest Weekly Sales

0.21M

Total Sales Overtime

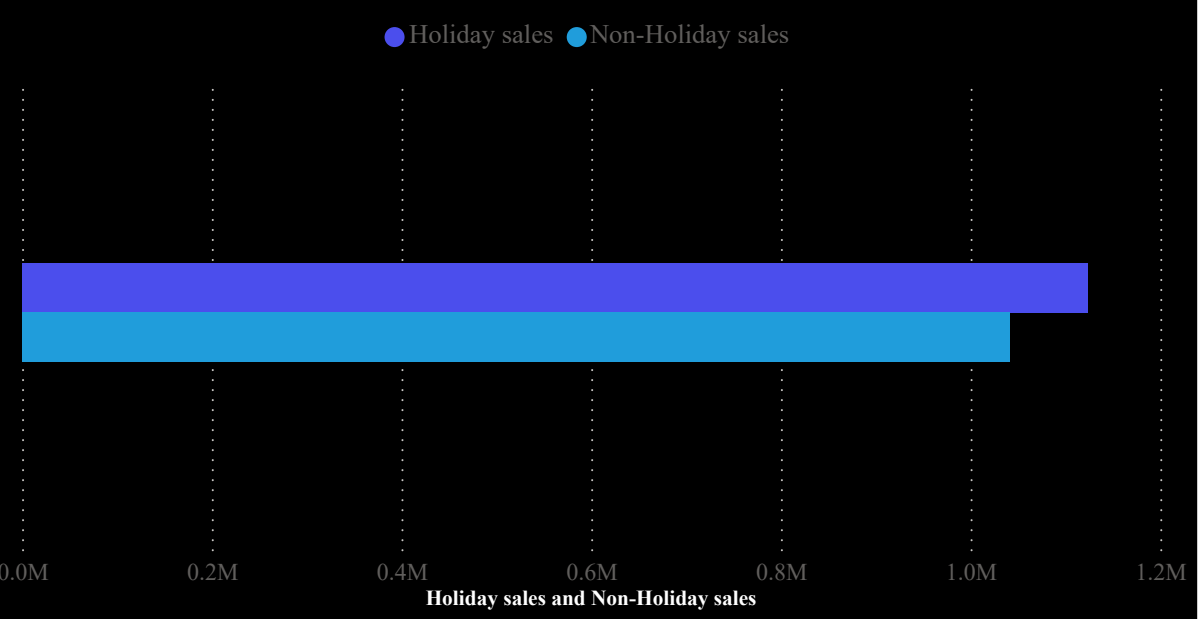


Total Sales by Store

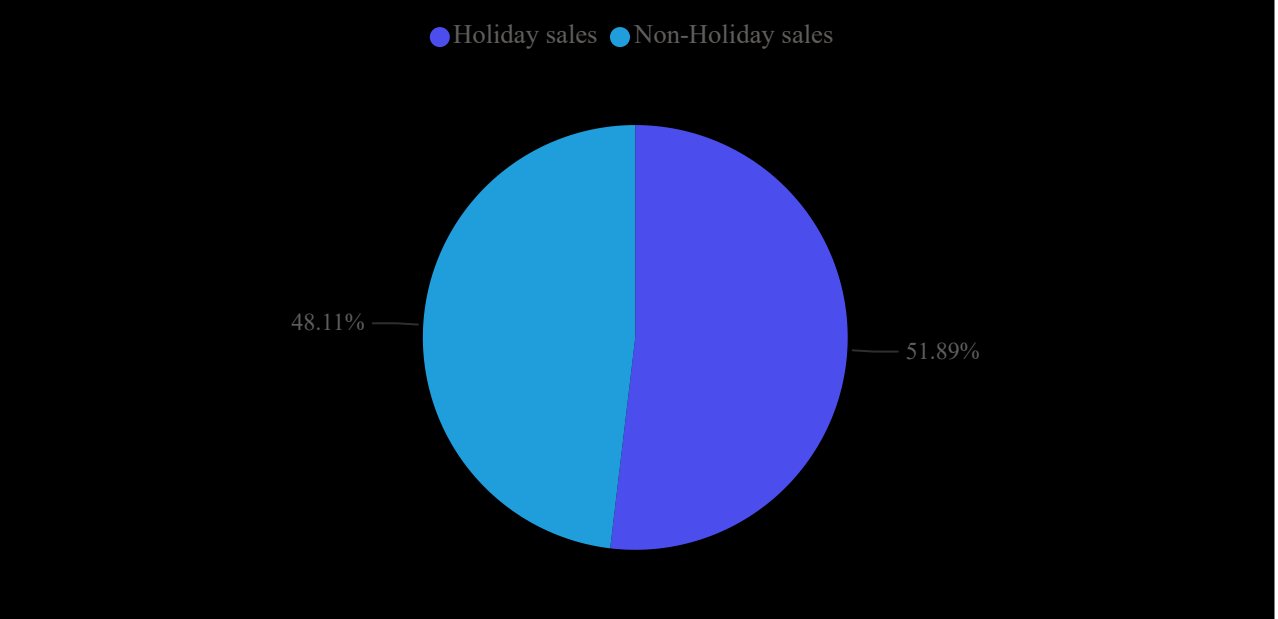


## Holiday Sales Impact Analysis

Average Sales Holiday vs Non-Holiday



Percent of Sales in Holiday vs Non-Holiday



## Regional weather Impact on Sales

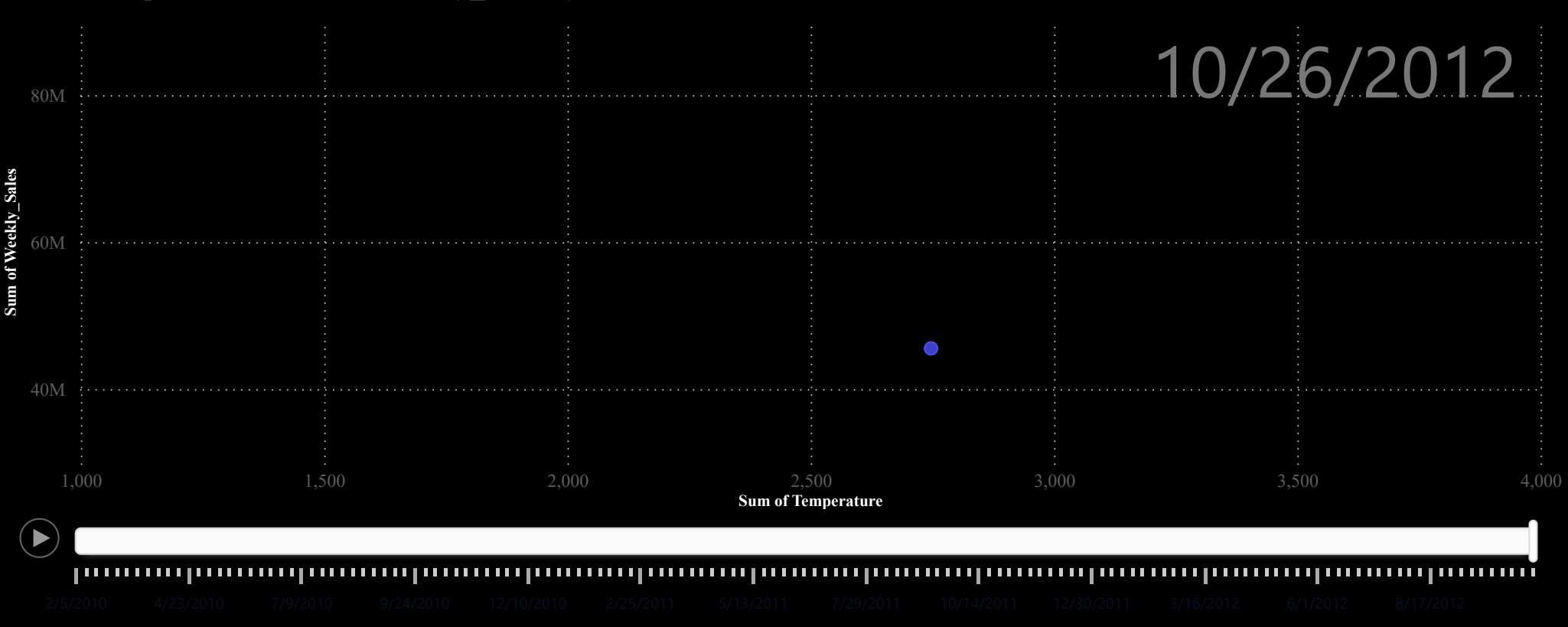
Average Temperature

60.66

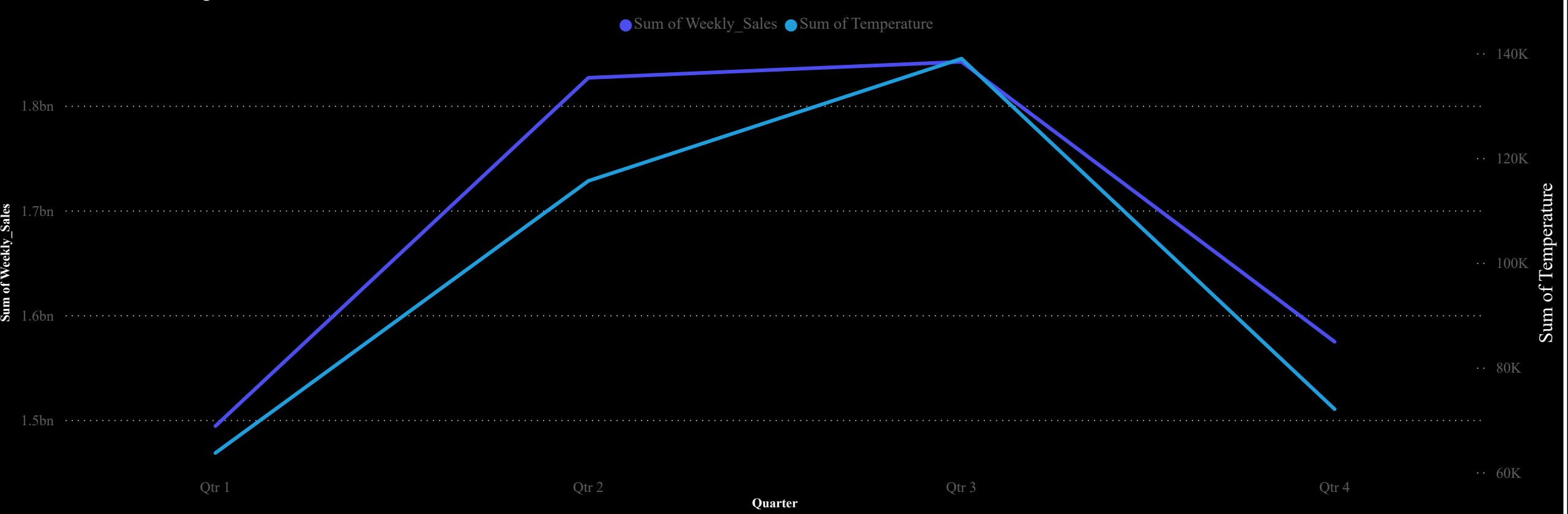
Average Sales

1.05M

Sum of Temperature and Sum of Weekly\_Sales by Date

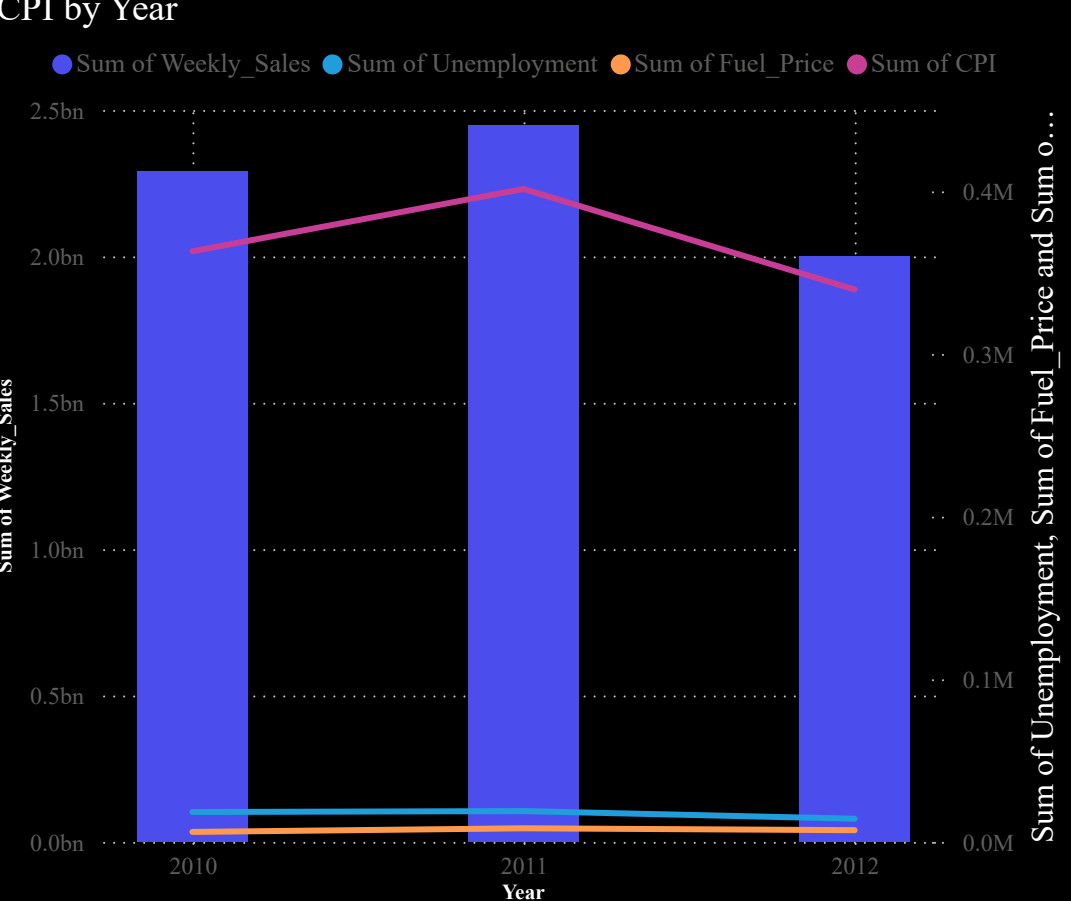


Trend of Sales vs Temperature



## Economic Factor Analysis

Weekly\_Sales, Sum of Unemployment, Sum of Fuel\_Price and Sum of CPI by Year



Year	Quarter	Sum of Weekly_Sales	Corr_FUELPRICE	Corr_CPI	Corr_UNEMPLOYMENT
2010	Qtr 1	372,252,785.54	0.09	-0.08	0.00
2010	Qtr 2	610,369,474.75	0.07	-0.09	-0.07
2010	Qtr 3	597,488,133.24	0.03	-0.09	-0.11
2010	Qtr 4	708,775,726.88	0.20	-0.07	-0.11
2011	Qtr 1	529,391,742.99	0.06	-0.05	-0.10
2011	Qtr 2	597,948,054.32	0.07	-0.07	-0.14
2011	Qtr 3	639,358,469.54	0.11	-0.08	-0.16
2011	Qtr 4	681,501,740.50	-0.03	-0.07	-0.13
2012	Qtr 1	592,467,701.69	0.07	-0.05	-0.10
2012	Qtr 2	618,297,714.69	-0.03	-0.07	-0.12
2012	Qtr 3	605,005,762.55	0.00	-0.08	-0.13
2012	Qtr 4	184,361,680.42	0.01	-0.08	-0.11

## Store Level Performance Comparison

Store	Average of Weekly_Sales
1	1,555,264.40
2	1,925,751.34
3	402,704.44
4	2,094,712.96
5	318,011.81
6	1,564,728.19
7	570,617.31
8	908,749.52
9	543,980.55
10	1,899,424.57
11	1,356,383.12

Date

2/5/2010

10/26/2012

Holiday

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1	6	11	16	21	26	31	36	41
2	7	12	17	22	27	32	37	42
3	8	13	18	23	28	33	38	43
4	9	14	19	24	29	34	39	44
5	10	15	20	25	30	35	40	45