**Questions:**

**Discovery:**

1. Which store location generates the most sales? And which one generates the least?
   1. What weather event is most common in that location?
2. Which quarter generates the least sales?
3. What types of item sell the best in winter?

**Verification:**

1. More units are sold in the summer when the sunset is later. Verify which time frame of Sunset the rate of store sales will be higher?
2. Usually when it snows heavily and rises to 2 inches on the ground, there will be traffic and driving problems. Thus, people tend to stay home and businesses are usually slower during this time. Verify that when the snowfall becomes more than 2 inches on the ground, the store’s total sales are more likely to decrease.
3. Verify that if items from the office and stationery sell the most during the back to school period before September?