

Exploratory Questions

Timeline is 2012 - 2022 or when the data. 2017 focus pivot point. Retail performance and factors that affect them. Product categories and retailers with the best performance and trends among them. As well as comparison of retail against all industries.

1.) What are the retail industry leaders in sales by NAICS classification?

Are there any commonalities among them?

2.) What are the overall trends over our timeline for retail trade, 44-45?

1.) How have sales changed over time? Did retail sales or any retail aspects see a negative trend with time? Hypothesis: Retail has seen a negative trend due to online sales.

3.) How do product sales compare when sold in different types of establishments? (Specifically, this would be looking at something like candy sales or alcohol sales and seeing how their sales compare when sold at like a gas station vs a grocery store or some other location.

a.) Do some industries have consistently better performance than others?

b.) Are some product sales less affected by what industries they are sold in?

2.) What establishments are the biggest by sales? Hypothesis: Larger operating establishments likely have larger total sales numbers

department stores, Convenience stores, etc. in order

3.) What establishments have the highest sales per employee?

d.) What product categories sell the most?

4.) Are there areas in the US where retail businesses are performing much better than others?

4.) Are there relationships between macroeconomic principles and retail sales? Hypothesis: based on changing macroeconomic principles, the affordability of goods has become less viable and would cause a decrease in consumer goods acquisitions.

6.) Could we get data on two or three specific large retailers and compare their performances?

5.) What are the biggest retailers in the US?

What NAICS are they?

7.) What are significant factors that stand out for retail in comparison to other industries? Firms, establishments, sales, payroll, employees.