

Exploratory Questions

1. How have sales changed over time?
 - a. What kind of trends can be observed over time?
2. What industries are the biggest by sales?
3. Are there relationships between macroeconomic principles and retail sales?
4. Can we use previous data to predict future trends in retail sales?
5. How do product sales compare when sold in different types of establishments? (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. Which products vary the most by industry?
 - b. Which industries tend to perform better?
 - c. Which products sold the most in 2017