**Pricing - Are prices changing?**

**1. Does Laptop price with time?**

**2. Are prices over retail outlets consistent?**

**3. How does price change with configuration?**

Answers:

* In the pdf timewisepriceanly we get the tables average prices are summarized according to different quarters. We can see that the prices rise every quarter other than the last quarter shows a dip in the average prices.
* In the second table of the pdf which shows the prices for every month in every quarter we see that the prices decrease over the months in every quarter, other than the second quarter which shows an increase of the price in month 6.
* We see that there is no consistency in percentage of increment or decrement of prices over the quarters or months.
* In the pdf configurationwiseprice we get from the first table that the distribution of price range varies across all the configuration i.e. there is no specific price distribution pattern across different price ranges.
* We can see that there is difference of mean retail prices for every configuration in each quarters in a range from 1% to .01% from the table 2 which shows the mean prices for different configurations against different quarters.

**Stores - How location is influencing sales?**

**1. Where are the stores and customers located?**

**2. Which stores are selling most?**

**3. How far would customers travel to buy laptop?**

* From the pdf distancewiseanalysis we see that the stores are located away from each other with an average distance of 5134.14 units and the variance of the distance between any two stores is 11806876.19.
* The distance wise analysis of prices shows that the average retail price increases with increase in distance between customers and stores.
* The demand analysis with respect to volume according to distance between customer and store shows that demand volume(customer count) decreases with increase in distance between customer and stores.
* The max distance between the customers and stores is 19892.14. So the customers would travel as far as 19892.14 though the count of customers decreases with increase in distance between customers and stores.

**Configuration - How configuration is influencing prices?**

**1. What are the details of each configuration, and how does this relate to price?**

**2. Do all stores sell all configurations?**

* From the pdf configuration - We see that the prices increases with increase in the configuration of the attributes viz: screensize, hdsize, ram, processorspeeds, batterylife.
* The lower configuration attributes show higher sales volume.
* The sales proportions are almost equal for all the configuration attributes except screensize

the proportion of sales for lower screensize is higher.

* The highest sales volume had been for 5 hours batterylife.
* 40 GB hdsize is showing highest sales volume.
* We have seen that smaller the screen size haigher is the sales prop.
* Intermidiate ram size of 2 gb is showing highest sales volume.
* Proc tabulate shows that higher battery life is of higher sales volume along with a

low screensize and intermediate ram.

* Grouping by store\_postcodes and counting the number of distinct configurations sold shows that all stores do not sell all configurations.

**Revenue -How revenue is influenced by different factors?**

**1. How do the sales volume in each store relate to company's revenues?**

**2. How does this depend on the configuration?**

**3. What statistical technique should be applied to predict the sales of the company 2010?**

* After analyzing the revenue for every store by and calculating the sales volume and proportion of sale volume using proc sql, we get that, the revenue increase with the sale\_volume.
* The highest revenue is earned by configuration 204 and the lowest revenue

is earned by configuration 578.

* Statistical technique which should be used for predicting the sales in 2010 is

time-series analysis.