Business metrics

1. Sales Revenue = sum(sales) – sum(cost)
2. Sales Profit = revenue – cost
3. Net Profit Margin = monthly revenue – expenses (cost)
4. Gross Margin = (total sales revenue – cost of goods sold) / total sales revenue

Find the top cities with the most profit; revenue; cost;

Find the top zipcodes with the most profit; revenue; cost;

Find the top storenames & storenum with the most profit; revenue; cost;

Then we need to compare the best performing stores with the demographics data with zip-code as primary key.

Demographics

* Income – is the income higher in the places where pharmacies have more sales, profit, revenue...? Unemployment rate variable could be used with the same logic.
* Compare the age variables with the products that are sold. Which products appeal more to age groups? *Can we find an age variable somewhere for the demographics data we already have?*
* Education variable - Buyers' education levels also impact the types of purchases they make. Higher levels of education are correlated with higher household incomes, and this higher income drives many educated buyers' purchasing choices. One example is higher earning households' greater likelihood to buy more nutritionally dense groceries.
* Racial Majority Variable – I don’t think this will be useful, but we should check if it affects the sales just in case.
* Combine Current Population & Area to have population density as a new variable and use it for analysis.

To be continued…