

Market Sales Analysis for Client ABC - (Answers)

Problem Statement

The client ABC is a US based large retailer of apparel and accessories. ABC management is planning to expand their business by opening more shops in different locations across the US. Details of the existing shops are available in the data source shared. Perform the necessary data analysis and summarize the insights to answer the questions listed below.

Data Exploration

Dataset

Dataset: DS Internship – EDA – Data.xlsx

Data Analysis and Insights Generation - (Answers)

Please analyse the data to answer the following questions:

1. Initial Exploration:

- a.

Year	Total Sales (USD)
2015	1.63 Billion
2016	1.84 Billion
2017	1.65 Billion
2018	1.49 Billion
2019	1.47 Billion
2020	65.1 Million
- b. 4 unique stores opened in 1991.
- c. 270 stores were remodelled (including any type: remodel, relocation, format change).
- d. Pearson correlation coefficient: 0.139
This is a weak positive correlation between sales and total sq. ft.
- e. GIRLS division is the most profitable.
- f. 678 unique stores have not closed.

- g. KIDS division has the highest average store area.

2. Advanced Insights:

- a. B10, B8, A5 (based on most active store counts)
- b. December 2016 (highest sales month-year)
- c. Strip