Market Sales Analysis for Client *ABC*

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

The data contains the sales of and other characteristics of 691 stores from 2015 to 2020. The sales column corresponds to average monthly sales at the store during this period.

Dataset: **DS Internship – EDA – Data.xlsx**

Data Analysis and Insights Generation

Please analyse the data to answer the following questions:

1. **Initial Exploration:**
   a. Find total sales by year.
   b. Number of stores opened in the year 1991.
   c. How many stores were remodelled during this period? (Consider all types of remodelling)
   d. Find the direct relationship (if any) between Sales and total sq. ft.
   e. Which Super division is most profitable?
   f. How many stores are active as of today?
   g. Which super division has more sq. ft on an average across all the stores?

2. **Advanced Insights:**
   a. What are the top 3 potential candidate states to consider for opening a new store?
   b. What is the best time of the year to consider opening a store?
   c. Are there any "outlet-type" effects towards store closures?