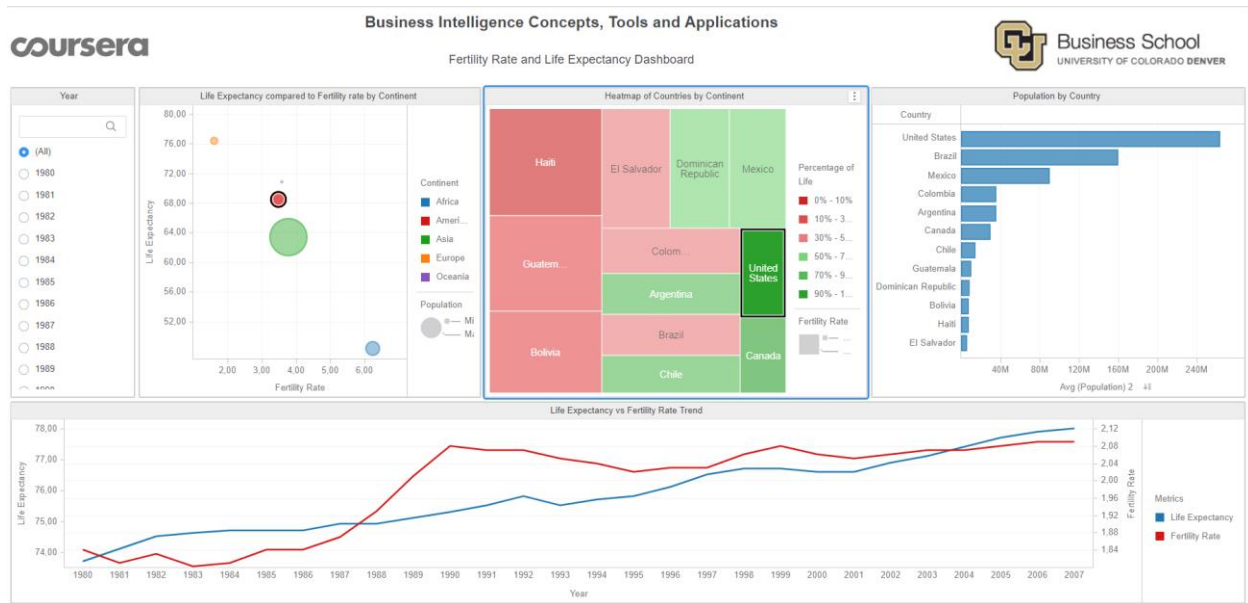


Fertility Rate and Life Expectancy

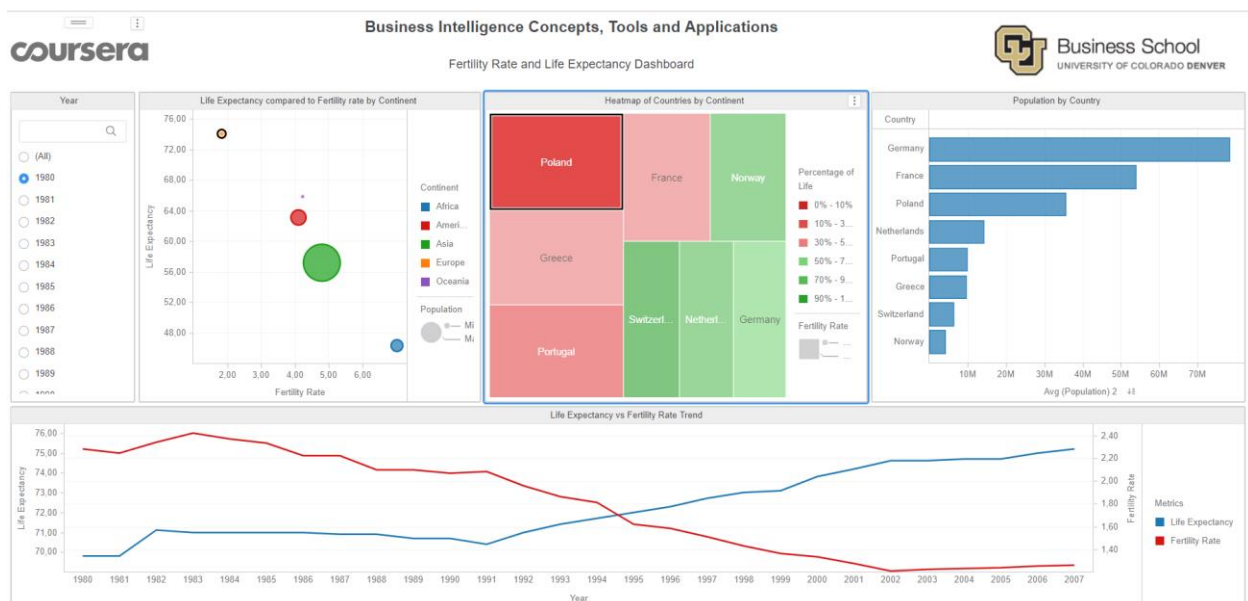
Q: According to the data, from 1980 through 2007 for Americas, which is the only country that shows an increase in fertility rate and life expectancy?

A: the United States



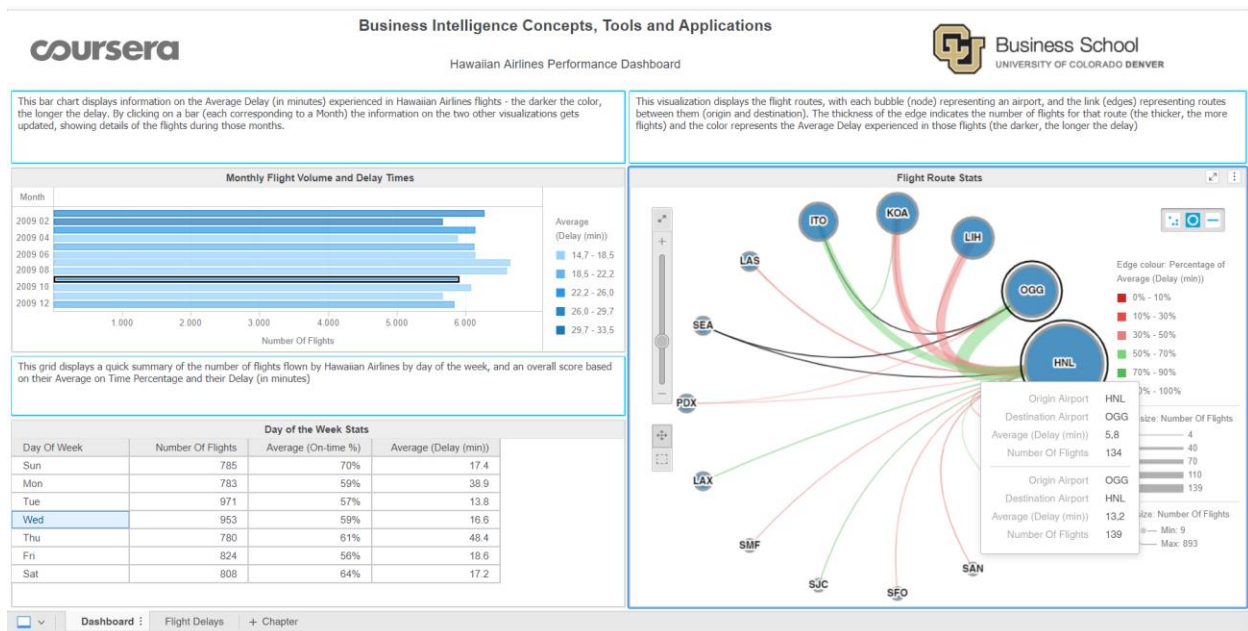
Q: Which country in Europe had the highest fertility rate for its continent in 1980, but gradually changed to have the lowest fertility rate?

A: Poland



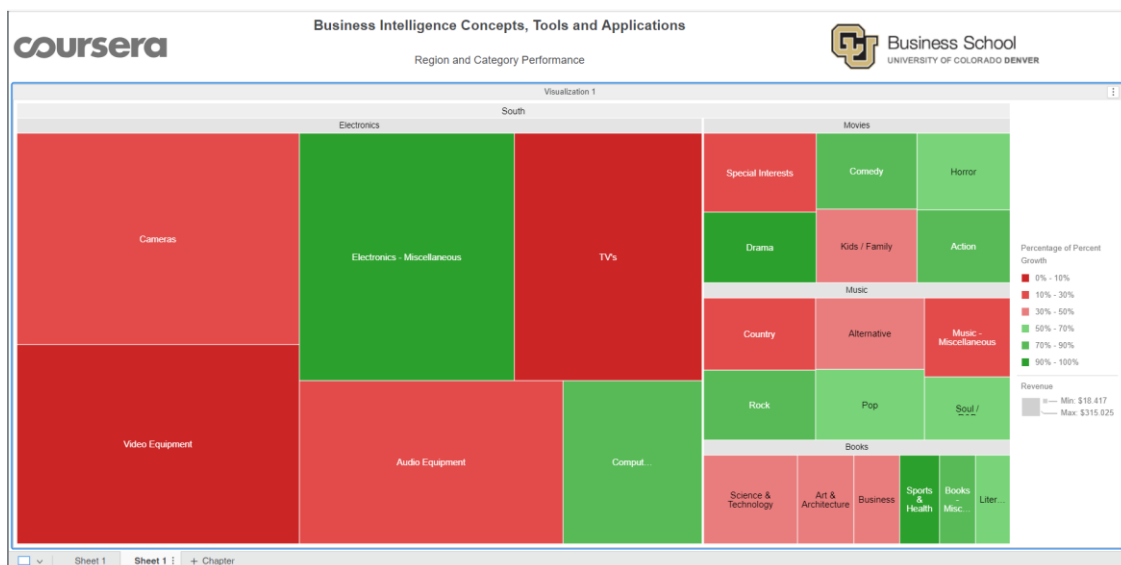
Q: If looking at the Month of September in 2009 flying between Honolulu (HNL) and Maui (OGG) what is your confidence level that you will have an on time arrival on a Wednesday, and to be safe how much time will you buffer for flight delay?

A: 50-70%, around 10-15 minutes



Q: What is the biggest selling Category for the South region?

A: Electronics



Q: For the South region and its largest selling Category, analyze the different metrics available and determine some of the possible causes or problematic Subcategories that could be contributing to the region's poor performance.

A: The performance of electronic category through web looks outstanding. That can be one of the reasons the sales in electronic category declines in many regions.

A further analysis finds that discount percentage accounts for the performance. Subcategory with higher discount percentage perform poorly.

