# **2010-2012 Sales Exploratory Analysis Report**

**Goals of the Analysis**

1. To identify daily sales patterns.
2. To compare sales across different stores.
3. To evaluate the effect of external factors on sales such as fuel price, markdown and CPI.
4. To identify the most profitable store and department.
5. To measure the correlation between fuel prices and sales.
6. To predict future sales based historical data.
7. To identify underperforming stores and departments for optimization purposes.

**KPIs to be Tracked**

1. Total sales.
2. Average sales per store.
3. Markdown sales uplift.
4. Markdown conversion rate.
5. Best performing stores and departments.
6. Geographical insights i.e sales based on store regions.