Q1. Find the average purchase list price and sale price by state.

Figure 1a.

Figure 1b.

The same trends is observed in terms of average list price and average sale price in all the states. However, the states of California had the highest Average sale price of 3102.32 and list price of 3107.46 respectively. The state of New Mexico has the low average sale price of 2314.62 and list price 2322.46 respectively.

Q2. Find the average purchase list price and sale price by store. Explain how this result relates to the result for #1. (Note to do this, you also need to drill down to the state level).

The results from question above tells us the average sale price and list price by state but the results here indicate that number of stores in each state, the population, the revenue generation and average income, other economic factors and geographic landscape determines the average sale price and list price.

California still had the highest average sale price and list price because the state has many stores, more population, and other economic indicators that creates market competition and hence high average sale price and list price. See Figure 2a and 2b. New Mexico which had the lowest average sale price and list price in question 1 has fewer stores here compared to California even though New Mexico’s average sale price and list price is higher than what is seen in some other states like Arkansas, Nebraska and Wyoming. See Figure 2c.

Figure 2a.

Figure 2b.

Figure 2c.

Q3. What is the most popular paint color? What store sells the most of each paint color? What does this tell you about marketing?

The popular color purchased is Arctic White with the count of 2032 while Blackhole, Black Speckle and Candy Stripe are the least purchased. See Figure 3.1

Figure 3.1

10 different stores sold the most of each paint color but **Budget Pro Bicycles** is seen to be highest seller of 5 paint color products out of the 15 paint colors available. See Figure 3.2

As an investor or business man, I have been a ble to identify competetions at the product sales level and also at the geogographic level (by th stores). If I can understand why these stores sell mostly a particular product, then maybe I can match or even produce a better product. I can compete better with this informtion.

Figure 3.2

4. What Part Manufacturers are the most popular by store? How would this influence the decisions a store owner makes?

Based on the Results, Shimano (USA) is the most popular manufacturer by store.

As a store owner, I might need to consider cutting a good deal on commission with the manufacturer and emphasize that I will contact other manufacturers if we don’t come to an agreement. I could also begin to look a way to invest in production or team up with others to produce and create competition; customers in an area with one major manufacturer now has another option; we will attempt to beat the price.