1. Cleaning data



2. Creating temp table to work on



3. Calculating Metrics:

a. Daily price per unit= $\frac{Total\ sales}{Total\ quantity\ sold}$

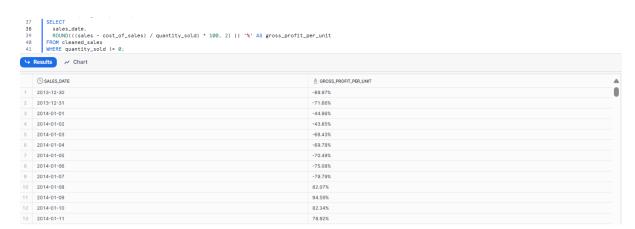


b. Average unit sales price= $\frac{Product revenue}{Total quantity sold}$

c. Daily % gross profit= $\frac{Total\ sales-Total\ cost\ of\ sales}{Total\ sales} \times 100$



d. Daily % gross profit per unit= $\frac{\textit{Daily gross profit}}{\textit{Total quantity sold}} \times 100$



e. Price Elasticity of Demand= $\frac{\%\ change\ in\ quantity}{\%\ change\ in\ price} \times 100$

Promotions/ specials are noted by the top highest sales over the period.





♥ Results					
	© PERIOD_1	© PERIOD_2	# PERCENT_CHANGE_QUANTITY	# PERCENT_CHANGE_PRICE	# PRICE_ELASTICITY_DEMAND
1	2014-03-01	2014-08-30	-11.74	-4.05	2.89
2	2014-03-01	2015-04-02	-28.30	17.78	-1.59
3	2014-08-30	2015-04-02	-18.76	22.76	-0.82