

## BrightLearn Data Analytics :

### Case Study : Sales

## 1. INTRODUCTION & INSTRUCTIONS

### 1.1 INTRODUCTION

You have been provided with a generic, simulated dataset “**Sales Case Study.csv**”, which indicates the daily trading information for a large retail store, aggregated for the day. The data is only for one of the products sold at this store.

Each record contains the:

- **Date** = The day on which the sales occurred
- **Sales** = Total Rand value of the sales that occurred
- **Cost of Sales** = Total Rand value of the cost of sales that occurred
- **Quantity Sold** = Total number of units that have been sold

### 1.2 INSTRUCTIONS AND OBJECTIVE

Using this dataset, your objective is to develop metrics and derive subsequent insights.

The metrics that you need to develop are:

1. What is the daily sales price per unit?
2. What is the average unit sales price of this product?
3. What is the daily % gross profit?
4. What is the daily % gross profit per unit?
5. Pick any 3 periods during which this product was on promotion/special:
  - What was the **Price Elasticity of Demand** during each of these periods?
  - In your opinion, does this product perform **better or worse** when sold at a promotional price?
6. Please derive any other interesting insight you can from the dataset provided. This can include:
  - Interesting **visuals**
  - **Reports**
  - **Dashboards**
  - **KPIs or metrics**