

BrightLight Data Analytics :

Case Study : Sales – Due Date 18 May 2025

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**