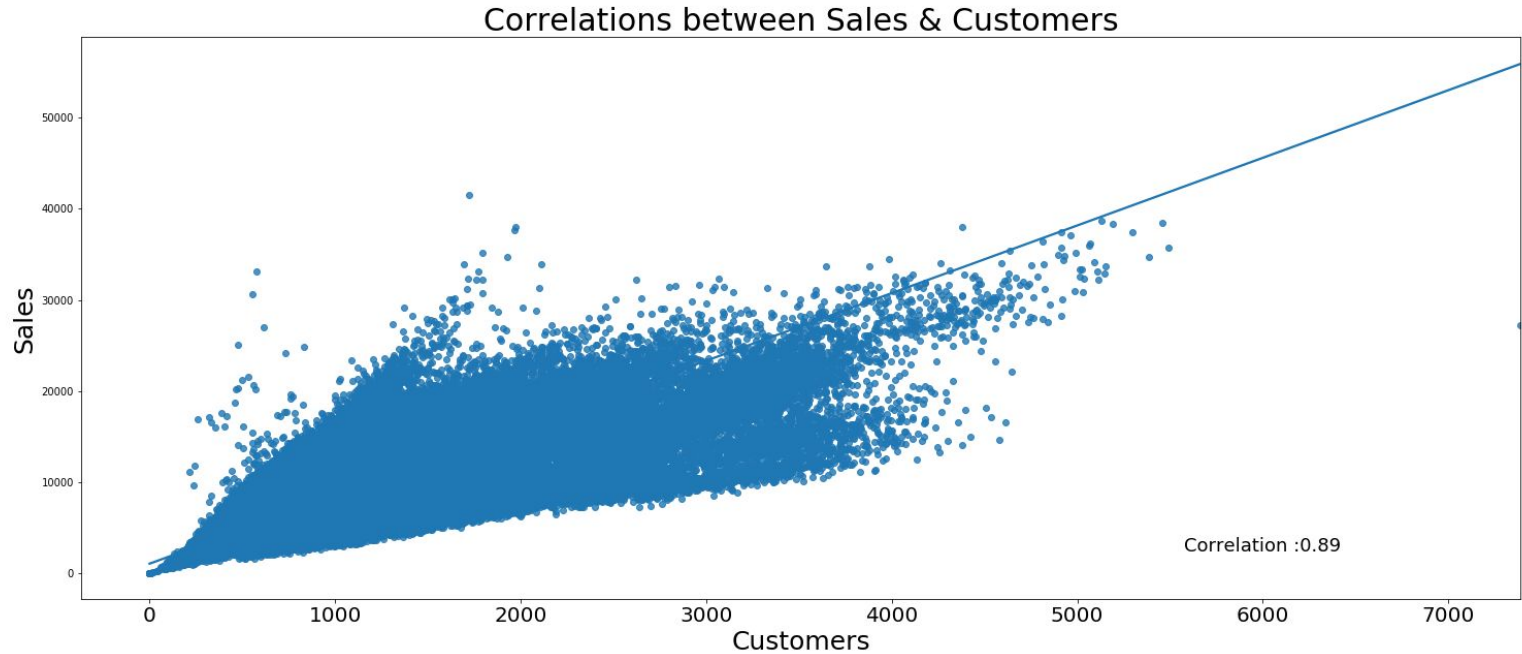


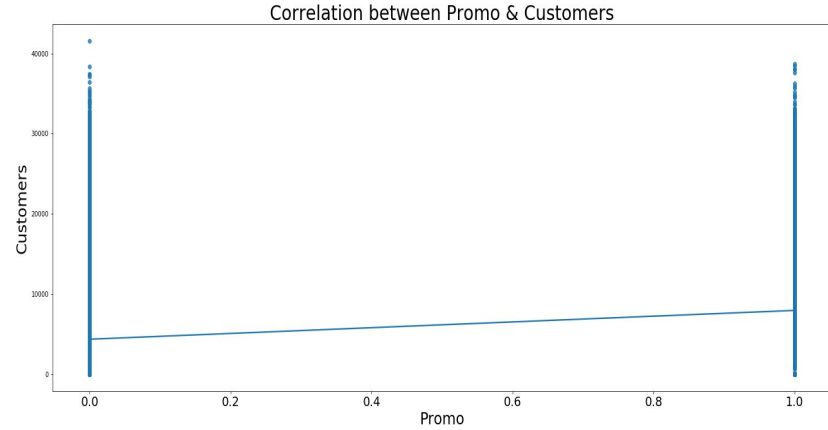
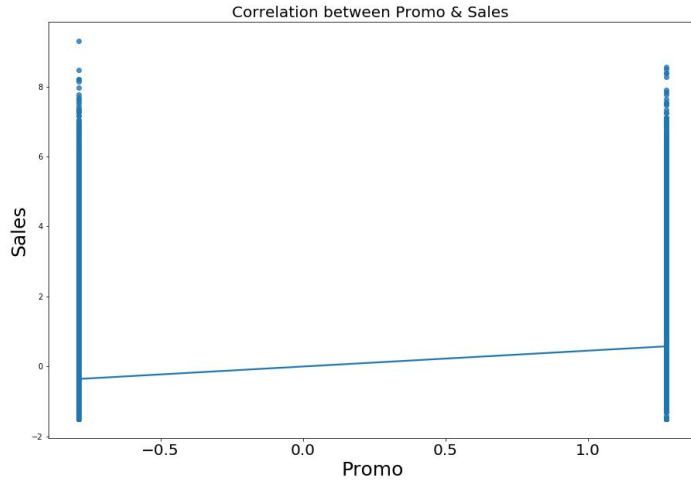
## Interpretation:

Generally there has been an upward trend in sales over the years



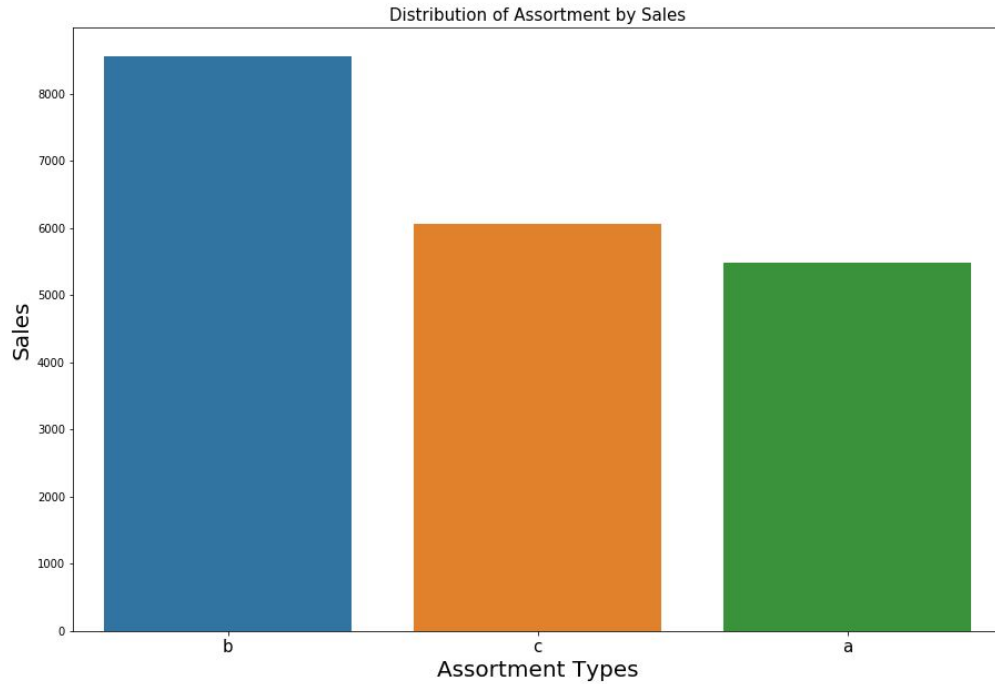
### Interpretation

There is positive correlation between sales and number of customers. More customers are likely to yield increased sales



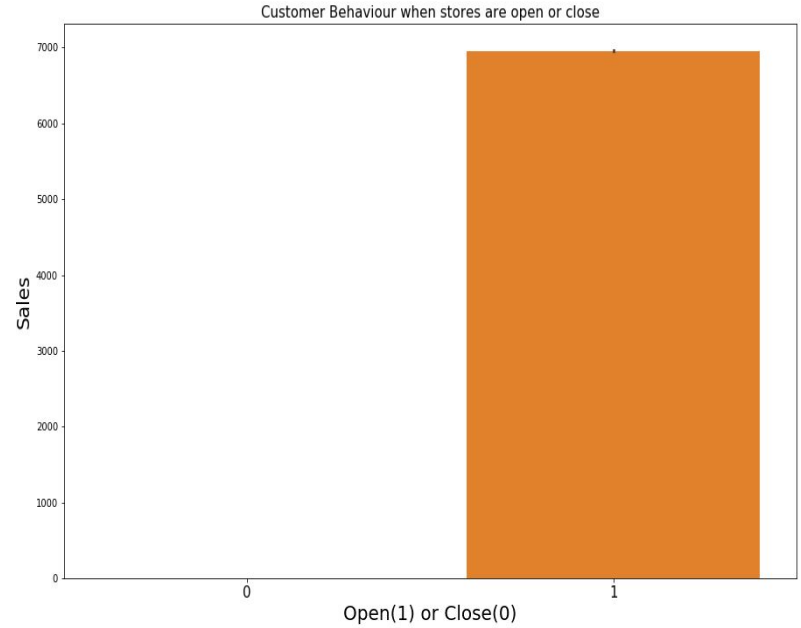
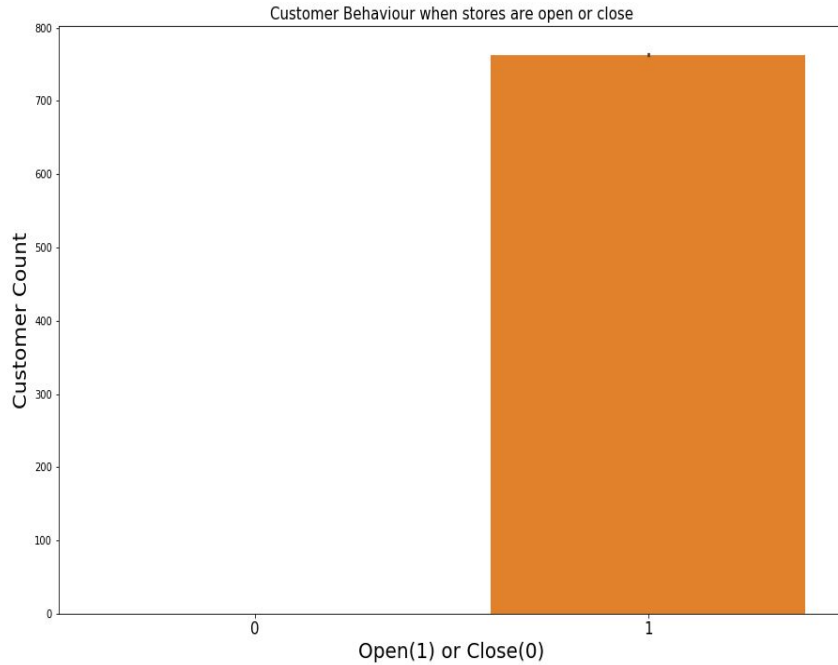
## Interpretation

There is very low correlation between promo vs sales and promo vs customers. Promo seems to have very little effect on increase in sales and customers.



### Interpretation

Assortment Type B attracts the most sales followed by C but B has higher significance  
If stores embraces more of Assortment type B, they are likely to record more sales



## Interpretation

As can be seen above, when stores are open/close significantly affect production value. During close session, there was neither profit nor customer patronage