**EAS 596 - CYBERSECURITY ANALYTICS**

**ASSIGNMENT 02**

**GROUP- 5:**

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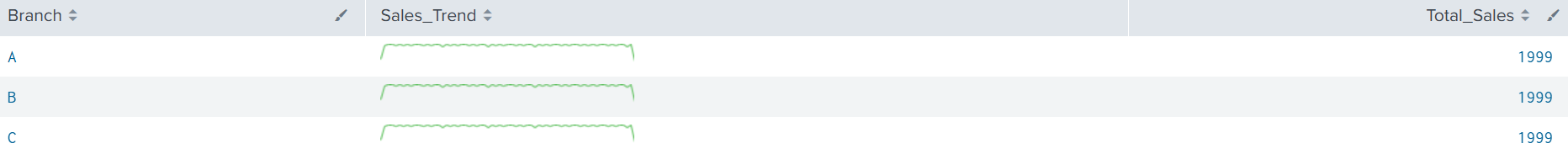
**1) Utilize a sparkline to indicate the count of sales over the entire time-period for each location.**

**QUERY:**

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**OUTPUT:**

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**2) Look at the top 5 product lines and give the total sales for each along with the amount of the most expensive item.**

**QUERY:**

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**OUTPUT:**

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**3) Which items sell the most overall? Per invoice?**

**(i) OVERALL**

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**OUTPUT:**

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**(ii) PER INVOICE:**

**QUERY:**

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**OUTPUT:**

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**4) Do an analysis on the time of day. Is there any indication that any time of the day is most profitable?**

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**OUTPUT:**

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**A graph on a computer screen

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Based on the time-of-day analysis, the highest total revenue was observed around **7:00 PM (hour 19)**, indicating that the evening hours are the most profitable period for the store.

**5) Break down, per each branch, the differences in spending between men and women. Explain why you selected the fields that you did and why this query would be sufficient for management to understanding spending habits based on gender.**

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**OUTPUT:**

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We selected the **Branch** field to isolate data by physical store location, and the **Gender** field to analyze shopping behavior differences between male and female customers. This analysis is important for management because it helps identify which gender spends more at each branch.

For example, in **Branch C**, if females are spending more than males, management might consider promoting **female-oriented products or offers** to further increase engagement and sales. This approach can help create **gender-specific strategies** across all branches, ultimately boosting overall revenue by catering to the spending habits of different customer groups.

**6) Come up with a separate search that you believe will be important for management of this organization to understand. Explain your reasoning.**

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**OUTPUT:**

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This query helps management understand which **product lines** are generating the **most revenue** in **each branch.** It combines product performance with branch performance, providing insights into regional customer preferences.

For example, if the **"Food and beverages"** category performs well in **Branch C** but poorly in **Branch A,** management can adjust marketing strategies, inventory levels, or even store layout to better match customer demand.