**STORE BASE DATA SYSTEM EXCEL DASHBOARD**

Each column seems to represent a different piece of information about a store. Here's what each column might represent:

1. **STORE\_ID**: A unique identifier for each store.
2. **STORE\_NAME**: The name or title of the store.
3. **ADDRESS\_CITY\_NAME**: The city in which the store is located.
4. **ADDRESS\_STATE\_PROV\_CODE**: The state or province code where the store is situated.
5. **MSA**: Metropolitan Statistical Area, which is a geographical region with a relatively high population density.
6. **SEG\_VALUE\_NAME**: This could be a segmentation value or category that the store falls under (e.g., "Grocery," "Electronics," etc.).
7. **PARKING\_SPACE\_QTY**: The number of parking spaces available at the store.
8. **SALES\_AREA\_SIZE\_NUM**: The numerical value representing the sales area size of the store.
9. **AVG\_WEEKLY\_BASKETS**: The average number of weekly shopping baskets or transactions at the store.
10. **Latitude**: The geographical latitude coordinates of the store's location.
11. **Longitude**: The geographical longitude coordinates of the store's location.

INSIGHTS OF STORE DATA BASE SYSTEM EXCEL DASHBOARD

1. Row Labels vs Sum of SALES\_AREA\_SIZE\_NUM: The chart indicates how total sales area size is distributed among different categories or locations, potentially highlighting varying spatial utilization patterns across the dataset.

Top of Form

2. MSA and Sum of Longitude and Latitude: The MSA plotted against the combined Longitude and Latitude sums could reveal geographical clusters within Metropolitan Statistical Areas, indicating potential store concentration patterns within specific urban regions.

3. Sales Area Size num vs City Name :The comparison of Sales Area Size and City Name may unveil how store sizes differ across various cities, potentially indicating variations in retail space availability or preferences among urban locations.

4. MSA vs Parking Space QTY: The correlation between MSA and Parking Space Quantity could unveil potential connections between urban density and available parking, shedding light on parking challenges in different Metropolitan Statistical Areas.

5. Address Code vs Sum of Weekly Baskets : The relationship between Address Code and Sum of Weekly Baskets may provide insights into customer engagement patterns across different geographic areas, potentially highlighting areas of higher or lower shopping activity.

6. Value Name vs Sales Area and Avg\_Weekly Baskets: The comparison of Value Name with Sales Area and Average Weekly Baskets could reveal how different store categories relate to both sales area size and customer activity, offering insights into the relationship between segmentation, space utilization, and shopping engagement.

Top of Form