Wondermarket is a German retail supermarket which has opened up 50 stores across the UK within the last 10 years. They are seeing a huge amount of growth, but as they are growing, they are also spotting a lot of inefficiencies.

They have provided us with some datasets and it is your job as a data analyst to prepare, analyse, visualize and extract insights from the data, relevant to their expectations. The client's expectations from this task are:

- They want to know which stores are performing best and which ones are performing worst
- They want to understand the regions with the largest opportunity for growth if they were to open a new store
- They want to understand what top 5 products they should sell in a new store to maximize profit when they first open

A large part of a data analyst's job is to translate technical insights and concepts into relatable and understandable terms and outcomes for the client. Therefore, having a deep understanding of the data, the client's business and their processes is important to complete this task.