**Super market Sales-data sheet**

**Questions**

1. What was the total sales of 2020?
2. Calculate the 2021 projected sales knowing that the expected growth rate for 2021 is 2.5%.
3. Create a table to study the effect of the rate on the projection sales of 2020.
4. What would be the projection sales if they expect to grow by 3.5%?
5. What are the total sales for each payment type (Ewallet, Cash, Credit Card)
   1. Which one has the highest sales

1. Company is thinking of introducing a new make-up stand that would target females who are interested in health and beauty items and company wants to know how many of their target group has already made purchases in 2020.
   1. Fill out the **target?** column with either yes or no.
   2. What percentage of total sales were sales made by this target group
2. Last task is to study the purchasing behavior of the customers of 2020 based on the following rough classification. Fill out the **type?** column based on the following.
   * If the customer bought exactly 1 item, then he/she is a “product specific” buyer
   * If the customer bought more than 1 but less than 5, he/she is a “list” buyer
   * If the customer bought equal or more than 5 items, he/she is an “impulsive” buyer
3. How many products specific buyers bought from company in 2020? Write your answer

in cell

1. Given that the management deemed to sell only the profitable products during 2021 what is your recommended selections of the product lines?

Profit = Total revenue − Total cost

**= (Price)(Quantity produced) − (Average cost)(Quantity produced)**

Since we don’t have Average cost, I am comparing the average cost of each product line and selecting the top value product lines as my answer.