

St. No.	Region	Population	Sales Staff/1000 Sq ft	Monthly Traffic	Review	AI Syst	Product	Purchased	Coupon Receive	App	Avg Monthly Facebook	Ship to Store	Store Location	Staff Age	Sales BackGround	Loyalty Card	% Sales Staff College	Parking Places	Total Sales
1	NorthEast	70,636	16	6,190	1 Yes	Yes	Football	Mobile	8%	8%	18,160 No Ship	Stand Alone	30 Operations	No	75%	9	\$156,607		
2	NorthEast	4,777	9	1,677	3 Yes	Yes	Football	PC	9%	9%	46,171 No Ship	Mail	22 Operations	No	90%	5	\$42,428		
4	NorthEast	87,932	12	3,971	5 No	No	Soccer	PC	60%	60%	35,540 No Ship	Stand Alone	32 Operations	Yes	92%	8	\$100,466		
5	NorthEast	27,742	2	2,879	1 No	No	Tennis	PC	25%	25%	29,051 No Ship	Stand Alone	27 Operations	Yes	89%	9	\$72,939		
6	NorthEast	45,133	4	1,824	4 Yes	Yes	Tennis	PC	27%	27%	9,102 No Ship	Stand Alone	22 Operations	No	95%	7	\$46,147		
7	NorthEast	65,292	11	8,263	4 Yes	Yes	Tennis	PC	19%	19%	33,097 No Ship	Mail	28 Operations	Yes	78%	23	\$209,054		
8	NorthEast	36,797	18	3,811	2 No	No	WorkOut	Mobile	54%	54%	22,417 Ship	Mail	26 Customer Service	Yes	76%	21	\$96,418		
9	NorthEast	17,622	7	1,793	2 No	No	WorkOut	Mobile	50%	50%	18,839 Ship	Mail	22 Customer Service	No	99%	22	\$45,363		
10	NorthEast	30,252	3	8,002	19	3	WorkOut	Mobile	60%	60%	13,383 No Ship	Mail	61 Marketing	Yes	88%	17	\$202,451		
11	NorthEast	34,659	20	8,625	4 No	No	WorkOut	PC	40%	40%	16,425 No Ship	Mail	25 Marketing	No	94%	23	\$218,213		
12	NorthEast	22,389	8	8,765	3 Yes	Yes	WorkOut	PC	62%	62%	36,748 No Ship	Mail	24 Marketing	No	100%	20	\$221,755		
13	SouthEast	62,684	20	8,202	4 Yes	Yes	WorkOut	PC	1%	1%	44,506 Ship	Mail	22 Marketing	Yes	100%	24	\$207,511		
15	SouthEast	62,484	18	3,100	3 No	No	Biking	PC	18%	18%	47,248 Ship	Mail	28 Marketing	Yes	84%	12	\$78,430		
17	SouthEast	45,589	4	4,225	4 No	No	Biking	Mobile	22%	22%	28,169 Ship	Stand Alone	27 Operations	No	80%	22	\$106,803		
19	SouthEast	69,461	14	9,016	5 No	No	Biking	Mobile	39%	39%	9,619 No Ship	Stand Alone	29 Operations	Yes	78%	11	\$228,156		
20	SouthEast	16,847	6	4,343	5 No	No	Football	Mobile	37%	37%	36,756 Ship	Mail	20 Operations	No	89%	32	\$109,878		
26	SouthEast	58,424	5	4,987	3 Yes	Yes	Biking	Mobile	52%	52%	17,701 Ship	Mail	25 Operations	Yes	82%	17	\$126,171		
22	SouthEast	46,229	9	4,280	4 No	No	Football	PC	35%	35%	48,790 Ship	Mail	40 Operations	Yes	79%	9	\$57,178		
23	SouthEast	20,788	8	5,074	1 No	No	Soccer	PC	10%	10%	41,381 No Ship	Mail	22 Operations	Yes	88%	22	\$138,372		
14	SouthEast	61,568	14	5,349	5 No	No	Soccer	PC	64%	64%	49,076 No Ship	Mail	26 Marketing	No	65%	16	\$134,349		
29	SouthEast	34,970	6	3,114	4 No	No	Soccer	PC	31%	31%	1,897 No Ship	Stand Alone	24 Operations	No	73%	26	\$78,734		
27	SouthEast	26,468	4	10,315	4 No	No	Soccer	Mobile	47%	47%	24,234 No Ship	Stand Alone	55 Operations	No	100%	18	\$260,970		
28	SouthEast	42,745	2	7,196	2 No	No	Soccer	Mobile	39%	39%	44,774 No Ship	Stand Alone	27 Operations	Yes	99%	6	\$182,059		
29	SouthEast	29,776	18	4,210	4 No	No	Soccer	Mobile	17%	17%	41,382 No Ship	Stand Alone	18 Operations	Yes	83%	10	\$106,513		
30	SouthEast	68,304	12	10,009	2 No	No	Soccer	Mobile	63%	63%	17,804 No Ship	Stand Alone	19 Operations	Yes	87%	33	\$253,228		
31	SouthEast	72,902	4	7,053	4 No	No	Soccer	Mobile	6%	6%	34,178 No Ship	Mail	22 Marketing	Yes	94%	22	\$178,441		
32	SouthEast	70,954	9	5,914	3 No	No	Soccer	Mobile	45%	45%	40,330 No Ship	Mail	24 Customer Service	Yes	98%	28	\$149,624		
33	SouthEast	52,637	10	1,328	1 Yes	Yes	Soccer	Mobile	9%	9%	16,420 No Ship	Mail	19 Customer Service	Yes	84%	33	\$33,598		
34	SouthEast	43,199	4	9,006	2 Yes	Yes	Soccer	Mobile	15%	15%	15,031 No Ship	Mail	22 Customer Service	Yes	87%	33	\$227,852		
35	SouthEast	48,716	4	4,131	2 Yes	Yes	Tennis	Mobile	56%	56%	14,533 No Ship	Mail	27 Customer Service	Yes	97%	26	\$104,514		
36	SouthEast	63,830	9	9,466	2 No	No	Tennis	Mobile	52%	52%	57,353 No Ship	Mail	34 Customer Service	Yes	61%	5	\$239,690		
37	SouthEast	95,657	18	8,459	3 No	No	Tennis	PC	7%	7%	43,471 Ship	Stand Alone	23 Customer Service	No	81%	35	\$214,013		
38	NorthEast	62,839	15	3,932	3 No	No	Running	PC	43%	43%	28,204 Ship	Mail	22 Customer Service	Yes	92%	13	\$99,480		
39	NorthEast	95,713	2	2,137	3 No	No	Running	PC	13%	13%	35,919 Ship	Mail	25 Marketing	No	90%	32	\$54,066		
40	NorthEast	101,785	17	7,072	4 No	No	Running	PC	24%	24%	36,329 Ship	Mail	25 Marketing	No	92%	26	\$178,922		
41	NorthEast	50,007	15	10,463	4 Yes	Yes	Tennis	PC	9%	9%	34,653 Ship	Mail	28 Marketing	Yes	78%	10	\$264,714		
42	NorthEast	22,264	6	9,203	6	6	Soccer	PC	16%	16%	32,177 Ship	Mail	29 Marketing	No	85%	22	\$232,381		
44	NorthEast	41,458	20	1,424	2 No	No	Soccer	Mobile	69%	69%	24,831 Ship	Mail	29 Marketing	No	80%	33	\$36,027		
45	NorthEast	52,953	8	9,501	4 No	No	Running	Mobile	13%	13%	37,331 Ship	Mail	23 Operations	No	83%	13	\$240,375		
46	NorthEast	87,410	14	4,795	1 No	No	Running	Mobile	40%	40%	49,373 Ship	Mail	23 Operations	No	83%	35	\$121,314		
47	NorthEast	74,830	3	6,167	5 No	No	Running	PC	36%	36%	48,839 Ship	Stand Alone	43 Operations	No	97%	17	\$156,025		
48	NorthEast	63,223	3	3,344	1 No	No	Running	PC	13%	13%	26,896 No Ship	Mail	21 Operations	No	85%	16	\$84,683		
49	NorthEast	63,404	1	7,925	1 No	No	Running	PC	27%	27%	45,815 No Ship	Mail	22 Operations	No	94%	21	\$200,503		
51	NorthEast	51,019	2	9,942	2 Yes	Yes	WorkOut	PC	47%	47%	13,885 No Ship	Mail	23 Operations	No	91%	17	\$251,533		
52	NorthEast	45,551	11	8,891	3 No	No	Running	PC	6%	6%	11,314 No Ship	Mail	25 Operations	No	100%	34	\$224,942		
53	SouthEast	5,441	17	9,057	4 Yes	Yes	Running	PC	37%	37%	23,209 No Ship	Mail	22 Marketing	No	80%	35	\$229,142		
54	SouthEast	5,019	3	3,442	4 No	No	WorkOut	Mobile	42%	42%	41,537 No Ship	Mail	28 Marketing	No	89%	11	\$97,083		
55	SouthEast	60,739	12	5,771	4 No	No	WorkOut	Mobile	27%	27%	49,872 No Ship	Mail	29 Operations	No	88%	24	\$146,058		
56	SouthEast	56,426	9	2,502	1 Yes	Yes	WorkOut	Mobile	22%	22%	29,010 No Ship	Mail	20 Operations	No	93%	5	\$63,301		
57	SouthEast	70,636	9	6,190	2 No	No	Football	Mobile	60%	60%	18,160 No Ship	Stand Alone	27 Operations	No	75%	9	\$156,607		
58	SouthEast	4,777	11	1,677	4 No	No	Football	PC	1%	1%	46,171 No Ship	Mail	22 Operations	No	90%	5	\$42,428		
59	SouthEast	101,537	13	10,439	3 No	No	Football	PC	8%	8%	15,199 No Ship	Mail	25 Operations	No	97%	16	\$264,107		
60	SouthEast	97,982	2	3,971	2 No	No	Soccer	PC	29%	29%	35,540 No Ship	Stand Alone	29 Operations	Yes	92%	8	\$100,466		
61	SouthEast	27,742	4	2,879	3 No	No	Tennis	PC	53%	53%	29,051 No Ship	Stand Alone	27 Operations	Yes	89%	9	\$72,939		
62	SouthEast	45,133	14	1,824	2 No	No	Tennis	PC	46%	46%	9,102 No Ship	Stand Alone	22 Operations	No	95%	7	\$46,147		
64	SouthEast	76,267	4	7,989	1 No	No	Tennis	Mobile	42%	42%	27,848 Ship	Mail	18 Marketing	No	82%	18	\$246,927		
65	SouthEast	86,726	8	7,862	3 No	No	WorkOut	Mobile	52%	52%	48,206 Ship	Mail	28 Marketing	No	87%	20	\$198,909		
66	SouthEast	27,906	12	6,741	4 No	No	WorkOut	Mobile	33%	33%	21,795 No Ship	Mail	26 Operations	Yes	82%	29	\$170,547		
67	SouthEast	58,056	5	4,906	4 No	No	WorkOut	Mobile	10%	10%	29,062 No Ship	Stand Alone	29 Operations	Yes	90%	28	\$78,861		
68	SouthEast	25,952	15	1,796	1 No	No	WorkOut	Mobile	34%	34%	11,824 No Ship	Stand Alone	29 Operations	Yes	79%	8	\$120,327		
70	WestCoast	59,171	9	5,086	2 No	No	WorkOut	Mobile	6%	6%	49,897 No Ship	Stand Alone	26 Operations	Yes	85%	26	\$128,676		
71	WestCoast	40,315	5	6,701	1 No	No	WorkOut	Mobile	15%	15%	38,195 No Ship	Mail	26 Marketing	No	86%	7	\$169,535		
72	WestCoast	26,324	18	7,804	3 No	No	Running	Mobile	52%	52%	39,943 No Ship	Mail	34 Customer Service	No	88%	21	\$197,441		
73	WestCoast	78,065	12	3,165	2 No	No	Running	Mobile	60%	60%	31,618 No Ship	Stand Alone	30 Customer Service	No	64%	7	\$80,581		
74	WestCoast	74,754	3	6,710	3 No	No	Running	PC	31%	31%	26,986 Ship	Stand Alone	24 Customer Service	Yes	99%	5	\$169,763		
75	WestCoast	24,654	4	8,989	1 No	No	Running	PC	6%	6%	22,476 Ship	Stand Alone	23 Customer Service	Yes	91%	8	\$227,422		
76	WestCoast	25,582	4	1,667	5 No	No	Soccer	PC	8%	8%	26,528 Ship	Mail	25 Customer Service	No	95%	16	\$42,175		
77	WestCoast	15,289	17	9,496	1 No	No	Soccer	PC	25%	25%	30,319 No Ship	Mail	25 Customer Service	No	82%	28	\$239,996		
78	WestCoast	19,159	10	9,129	1 No	No	Soccer	PC	14%	14%	30,404 No Ship	Mail	44 Customer Service	Yes	93%	14	\$230,964		
79	WestCoast	20,351	3	4,439	15	3	WorkOut	Mobile	0%	0%	37,463 No Ship	Stand Alone	29 Marketing	Yes	81%	12	\$12,312		
81	WestCoast	35,873	15	2,601	4 No	No	Tennis	Mobile	19%	19%	15,264 No Ship	Stand Alone	21 Customer Service	No	76%	24	\$65,805		
82	WestCoast	12,899	5	8,417	1 Yes	Yes	Tennis	Mobile	65%	65%	11,408 No Ship	Stand Alone	24 Customer Service	No	77%	17	\$212,950		
83	NorthEast	26,328	17	10,047	1 No	No	Soccer	Mobile	18%	18%	31,690 No Ship	Mail	22 Customer Service	No	81%	9	\$254,189		
84	NorthEast	65,648	2	6,336	5 No	No	Running	PC	19%	19%	17,800 Ship	Mail	27 Customer Service	No	78%	7	\$100,807		
85	NorthEast	67,585	4	6,879	15	3	Running	PC	7%	7%	28,064 Ship	Mail	29 Customer Service	Yes	90%	17	\$174,038		
87	NorthEast	80,372	6	3,059	4 Yes	Yes	Running	PC	42%	42%	20,628 No Ship	Stand Alone	24 Customer Service	Yes	86%	13	\$77,393		
88	NorthEast	44,473	2	4,386	2 Yes	Yes	Running	PC	5%	5%	21,637 No Ship	Mail	29 Customer Service	Yes	89%	30	\$110,966		
89	NorthEast	47,020	20	2,939	5 Yes	Yes	WorkOut	PC	60%	60%	13,263 No Ship	Mail	29 Customer Service	Yes	90%	20	\$74,357		
90	NorthEast	13,607	4	5,159	4 No	No	WorkOut	PC	9%	9%	20,225 No Ship	Mail	20 Customer Service	Yes	77%	8	\$130,523		
91	NorthEast	27,213	9	9,688	1 No	No	WorkOut	Mobile	28%	28%	16,904 No Ship	Mail	25 Customer Service	Yes	86%	7	\$244,600		
92	NorthEast	67,509	17	6,015	2 No	No	WorkOut	Mobile	49%	49%	14,888 Ship	Mail	24 Customer Service	Yes	98%	16	\$152,130		
93	NorthEast	86,637	3	4,803	2 No	No	WorkOut	Mobile	23%	23%	48,326 Ship	Mail	27 Customer Service	Yes	88%	30	\$122,199		
94	NorthEast	17,953	13	2,323	1 Yes	Yes	WorkOut	Mobile	22%	22%	20,342 Ship	Mail	22 Customer Service	No	85%	17	\$58,772		
95	NorthEast	83,179	6	7,551	2 No	No	WorkOut	PC	39%	39%	43,609 Ship	Mail	25 Customer Service	No	78%	10	\$191,040		
96	NorthEast	76,873	9	2,130	2 No	No	WorkOut	PC	64%	64%	10,666 Ship	Mail	29 Marketing	No	92%	22	\$53,889		
98	NorthEast	5,160	2	4,879	2 Yes	Yes	WorkOut	PC	2%	2%	33,845 No Ship	Mail	28 Marketing	No	80%	9	\$123,439		
99	NorthEast	92,375	12																

Sr. No.	Region	Population	Sales Staff/1000 Sq ft	Monthly Traffic	Review	Alt	Product Purchased	Coupon Receive	App	Avg Monthly Facebook	Ship to Store	Store Location	Staff Age	Sales BackGround	Loyalty Card	% Sales Staff College	Parking Places	Total Sales
110	West-West	8,161	2	4,817	5	No	WorkOut	PC	13%	31,933 No Ship	Stand Alone	30 Marketing	Yes	21	\$121,870	90%	21	\$121,870
112	West-West	35,902	7	4,832	5	Yes	WorkOut	PC	15%	30,256 No Ship	Mail	22 Operations	Yes	86%	32	\$122,250		
113	West-Coast	29,367	10	10,291	5	Yes	WorkOut	PC	23%	40,165 No Ship	Mail	24 Operations	Yes	83%	30	\$260,362		
114	West-Coast	62,143	18	7,851	1	Yes	WorkOut	PC	41%	34,286 No Ship	Stand Alone	27 Operations	No	86%	16	\$186,630		
115	West-Coast	57,873	1,702	1,702	2	Yes	WorkOut	PC	54%	30,164 No Ship	Stand Alone	19 Operations	Yes	100%	15	\$43,001		
116	West-Coast	10,779	2	6,986	5	No	WorkOut	PC	55%	38,816 No Ship	Mail	29 Customer Service	No	96%	11	\$176,746		
117	West-Coast	19,674	14	2,114	4	No	Soccer	Mobile	9%	30,021 No Ship	Stand Alone	30 Customer Service	Yes	98%	21	\$53,484		
120	West-Coast	100,952	13	3,125	4	Yes	Running	Mobile	3%	36,749 Ship	Stand Alone	22 Customer Service	Yes	100%	22	\$79,063		
121	West-Coast	15,242	17	9,290	2	Yes	Running	PC	21%	10,345 Ship	Stand Alone	24 Customer Service	Yes	93%	27	\$236,037		
122	West-Coast	82,994	8	5,635	2	Yes	Running	PC	3%	33,063 Ship	Stand Alone	44 Customer Service	No	84%	27	\$142,566		
123	West-Coast	84,478	19	1,311	3	Yes	Running	PC	39%	30,335 Ship	Stand Alone	21 Customer Service	Yes	81%	4	\$33,168		
124	West-Coast	35,175	2	7,661	5	Yes	Running	PC	24%	48,761 Ship	Stand Alone	23 Customer Service	Yes	92%	34	\$193,823		
125	West-Coast	88,853	19	9,400	5	Yes	Running	PC	32%	18,522 Ship	Stand Alone	20 Marketing	Yes	93%	13	\$237,820		
126	West-Coast	4,968	18	3,059	3	Yes	Running	PC	11%	9,779 Ship	Mail	27 Marketing	No	82%	22	\$77,393		
127	West-Coast	30,222	2	8,365	5	Yes	WorkOut	PC	30%	33,358 No Ship	Mail	23 Marketing	Yes	96%	13	\$211,635		
128	West-Coast	18,138	18	4,683	1	Yes	Running	PC	8%	33,183 No Ship	Mail	26 Marketing	Yes	90%	9	\$118,480		
129	West-Coast	10,389	10	10,389	1	No	Football	Mobile	36%	34,362 No Ship	Mail	29 Customer Service	Yes	94%	21	\$362,867		
130	North-East	17,503	7	8,668	7	Yes	Football	PC	49%	44,378 Ship	Mail	29 Customer Service	Yes	95%	25	\$219,300		
132	North-East	6,607	13	1,812	2	No	Football	PC	49%	42,844 Ship	Mail	20 Customer Service	No	77%	23	\$45,844		
133	North-East	98,024	6	9,747	1	No	Football	Mobile	52%	32,888 Ship	Mail	26 Customer Service	No	82%	4	\$246,599		
134	South-East	51,299	15	4,894	4	No	Baseball	Mobile	31%	15,336 Ship	Mail	20 Operations	No	96%	18	\$123,818		
136	South-East	74,813	16	2,889	2	No	WorkOut	Mobile	2%	36,176 Ship	Mail	26 Operations	Yes	99%	26	\$73,345		
137	South-East	40,621	14	8,432	5	No	WorkOut	PC	31%	14,956 Ship	Mail	28 Operations	Yes	78%	12	\$213,330		
138	South-East	93,210	7	1,656	3	Yes	WorkOut	PC	18%	38,109 No Ship	Mail	24 Operations	Yes	87%	20	\$41,897		
139	South-East	17,818	9	7,341	4	Yes	WorkOut	PC	51%	12,524 No Ship	Mail	21 Customer Service	Yes	84%	26	\$185,727		
141	South-East	9,545	12	7,915	1	No	Baseball	PC	50%	11,306 No Ship	Mail	24 Customer Service	Yes	78%	20	\$200,250		
142	South-East	89,746	18	3,653	2	No	Baseball	PC	48%	11,948 No Ship	Mail	43 Customer Service	Yes	93%	17	\$92,421		
143	South-East	5,368	16	7,574	3	No	Baseball	Mobile	6%	38,899 No Ship	Mail	61 Customer Service	Yes	97%	10	\$191,622		
144	South-East	26,103	5	10,215	2	No	Baseball	Mobile	11%	24,675 No Ship	Mail	27 Customer Service	Yes	99%	30	\$258,440		
145	South-East	20,417	4	2,242	5	Yes	Baseball	Mobile	28%	48,649 Ship	Mail	26 Customer Service	Yes	92%	12	\$56,723		
146	South-East	53,031	9	6,081	5	Yes	Running	Mobile	27%	25,226 Ship	Mail	24 Customer Service	Yes	87%	27	\$153,849		
147	South-East	83,985	17	3,243	4	Yes	Running	Mobile	15%	30,893 Ship	Stand Alone	26 Customer Service	Yes	93%	29	\$42,800,900		
149	South-East	3,861	18	3,469	3	No	Baseball	Mobile	3%	18,294 Ship	Mail	25 Customer Service	Yes	90%	10	\$87,766		
150	South-East	21,239	8	3,961	5	No	Baseball	Mobile	14%	12,917 Ship	Mail	30 Customer Service	Yes	83%	33	\$100,213		
151	South-East	56,580	11	9,598	5	No	Running	Mobile	16%	34,152 Ship	Mail	29 Customer Service	Yes	77%	7	\$242,829		
153	South-East	39,070	14	3,343	1	Yes	Running	Mobile	44%	21,252 Ship	Mail	27 Operations	Yes	75%	31	\$84,578		
154	South-East	49,999	14	1,405	3	No	Running	Mobile	65%	41,046 Ship	Mail	29 Operations	Yes	95%	24	\$35,547		
156	South-East	60,310	4	6,816	5	No	Running	Mobile	38%	35,711 Ship	Mail	29 Operations	No	80%	11	\$172,445		
158	North-East	77,849	12	10,065	1	No	WorkOut	Mobile	60%	23,617 Ship	Mail	29 Operations	No	75%	22	\$254,645		
159	North-East	89,349	18	9,020	1	No	Soccer	Mobile	10%	19,720 Ship	Mail	44 Operations	Yes	79%	32	\$228,200		
160	North-East	88,632	3	7,705	2	No	Tennis	Mobile	6%	46,973 Ship	Mail	21 Marketing	Yes	79%	21	\$194,937		
161	North-East	61,567	19	6,669	1	Yes	Baseball	Mobile	34%	20,612 Ship	Mail	32 Customer Service	No	90%	31	\$168,726		
162	North-East	29,384	13	9,384	2	No	Football	Mobile	42%	28,036 Ship	Mail	23 Customer Service	Yes	95%	16	\$237,415		
163	North-East	4,811	7	9,061	2	No	Running	Mobile	20%	19,860 Ship	Mail	26 Customer Service	Yes	76%	26	\$229,243		
Error Data:																		
3	North-East	101,537	9	10,439	2	No	Football	PC	48%	32,426 No Ship	Mail	25 Operations	No			97%	16	\$264,107
14	South-East	96,631	14	5,628	1	No	WorkOut	PC	50%	47,927 Ship	Stand Alone	27 Marketing	No			100% NA	8	\$142,388
16	South-East	40,108	14	3,729	1	Yes	Biking	PC	16%	12,100 No Ship	Stand Alone	25 Operations	Yes			95%	23	\$94,344
21	South-East	10,108	6	8,655	4	No	Football	PC	40%	36,597 Ship	Mail	24 Operations	Yes			85%	15	\$224,032
24	South-East	12,079	14	5,314	4	No	Soccer	PC	26%	1,000 No Ship	Mail	25 Marketing	No			70%	15	\$134,444
43	North-East	46,599	1	5,399	1	No	Soccer	Mobile	21%	26,336 Ship	Mail	24 Marketing	Yes			80%	14	\$136,595
50	North-East	91,057	5	4,276	5	No	Running	PC	63%	25,020 No Ship	Stand Alone	23 Operations	No			100%	13	\$108,183
63	South-East	65,262	18	8,263	3	No	Tennis	PC	37%	33,097 No Ship	Mail	28 Operations	Yes			78%	23	\$200,054
69	West-Coast	27,731	7	6,533	1	No	WorkOut	Mobile	22%	41,066 No Ship	Mail	23 Operations	Yes			194%	26	\$165,285
79	West-Coast	39,403	6	6,152	1	Yes	Soccer	PC	9%	11,349 No Ship	Mail	25 Customer Service	Yes			79%	30	\$155,646
85	North-East	8,859	10	2,684	2	Yes	Running	PC	19%	14,439 Ship	Mail	29 Customer Service	Yes			198%	22	\$67,905
116	West-Coast	71,616	5	6,780	3	No	Soccer	Mobile	30%	22,154 No Ship	Stand Alone	23 Customer Service	No			80%	17	\$171,034
119	West-Coast	81,881	1	3,096	5	No	Running	Mobile	65%	14,475 Ship	Stand Alone	67 Customer Service	Yes			91%	11	\$105,099
131	North-East	90,672	6	10,246	3	No	Football	PC	36%	12,958 Ship	Mail	29 Customer Service	No			103%	23	\$259,224
135	South-East	86,219	17	4,418	1	Yes	Baseball	Mobile	3%	47,007 Ship	Stand Alone	27 Operations	Yes			109%	26	\$111,775
140	South-East	42,540	4	4,584	1	No	Baseball	PC	30%	32,344 No Ship	Mail	29 Customer Service	Yes			89%	5	\$115,975
148	South-East	55,203	2	4,017	7	No	Baseball	Mobile	30%	28,936 Ship	Mail	29 Customer Service	Yes			95%	32	\$101,630
152	South-East	90,226	6	2,024	1	Yes	Running	Mobile	22%	47,556 Ship	Mail	38 Operations	Yes			95%	28	\$51,460
154	South-East	61,785	5	5,093	5	No	Running	Mobile	50%	18,317 Ship	Mail	28 Operations	No			85%	11	\$165,576
157	North-East	31,203	13	3,729	1	No	WorkOut	Mobile	24%	16,959 Ship	Mail	26 Operations	Yes			103%	21	\$94,344

Sporting Goods Analysis - Swasti

Data Cleaning:

Error values identified based on inconsistencies found in each column:

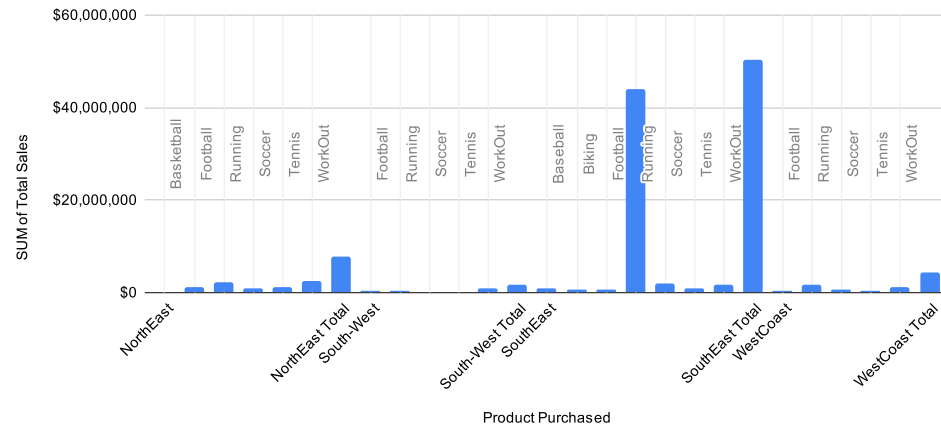
1. **Review:** Should be between 1 and 5. There were entries where the review was greater than 5.
2. **AI System:** Whether or not a store has a cloud-based AI system (either 'yes' or 'no'). There were entries where the value was something besides the two possible values.
3. **Product Purchased:** Type of product that was purchased. Found spelling errors (s, ss).
4. **App:** Percentage of customers that use the mobile app. One entry was negative.
5. **Avg Monthly Facebook Traffic:** Some of the values consisted of non-numeric characters.
6. **Ship to Store:** Found misspelled word 'ShpNoShip'.
7. **Staff Age:** One of the values was 105.
8. **% Sales Staff College:** Since it's a percentage, it should not exceed 100%. Removed values greater than that.
9. **Parking Places:** One of the values was 'NA'.
10. **Total Sales:** The sales were typically of the order of hundreds of thousands. But one of the values was approximately 42 million which was identified as an outlier.

Such errors in the data were highlighted in RED and deemed error data. Rows with error data were removed and analysis was performed on the remaining data. Additionally, the 'Store ID' and 'Store Opening' columns were dropped as they do not have any effect in predicting the sales of a store.

Data Analysis: Product Purchased vs SUM of Total Sales

Region	Product Purchased	SUM of Total Sales
NorthEast	Basketball	\$168,726
	Football	\$1,115,780
	Running	\$2,112,678
	Soccer	\$851,724
	Tennis	\$1,053,442
	WorkOut	\$2,441,377
NorthEast Total		\$7,743,727
South-West	Football	\$430,379
	Running	\$298,641
	Soccer	\$65,856
	Tennis	\$34,231
	WorkOut	\$813,674
South-West Total		\$1,642,781
SouthEast	Baseball	\$852,813
	Biking	\$539,599
	Football	\$630,198
	Running	\$43,977,730
	Soccer	\$1,834,225
	Tennis	\$925,930
	WorkOut	\$1,584,844
SouthEast Total		\$50,345,339
WestCoast	Football	\$262,867
	Running	\$1,792,557
	Soccer	\$678,926
	Tennis	\$278,755
	WorkOut	\$1,188,645
WestCoast Total		\$4,201,750
Grand Total		\$63,933,597

SUM of Total Sales vs. Product Purchased



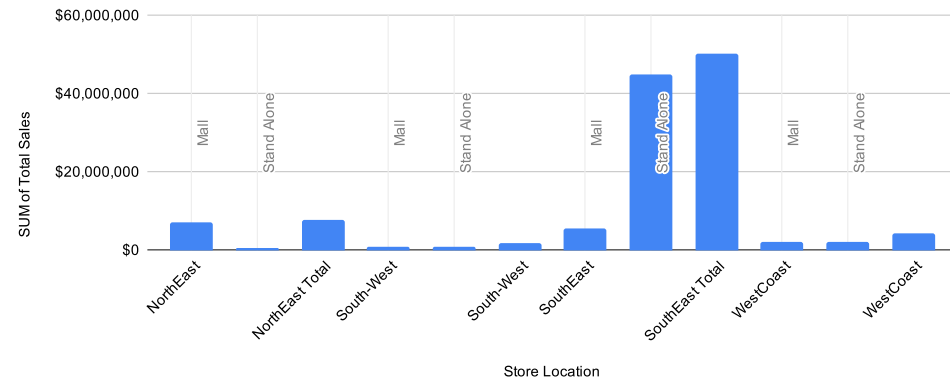
Based on the analysis, SouthEast region has the highest total products sale. Individually, NorthEast and South-West regions have highest workout products purchased whereas SouthEast and WestCoast regions have highest running products purchased.

Data Analysis: Store Location vs SUM of Total Sales

Region	Store Location	SUM of Total Sales
NorthEast	Mall	\$7,134,250
	Stand Alone	\$609,477
NorthEast Total		\$7,743,727
South-West	Mall	\$717,888
	Stand Alone	\$924,893
South-West Total		\$1,642,781
SouthEast	Mall	\$5,540,627
	Stand Alone	\$44,804,712
SouthEast Total		\$50,345,339
WestCoast	Mall	\$1,987,594
	Stand Alone	\$2,214,156
WestCoast Total		\$4,201,750
Grand Total		\$63,933,597

Based on analysis, except NorthEast region, all other regions have a higher sales at stand alone location.

SUM of Total Sales vs. Store Location



Data Analysis: Store Location vs Product Purchased

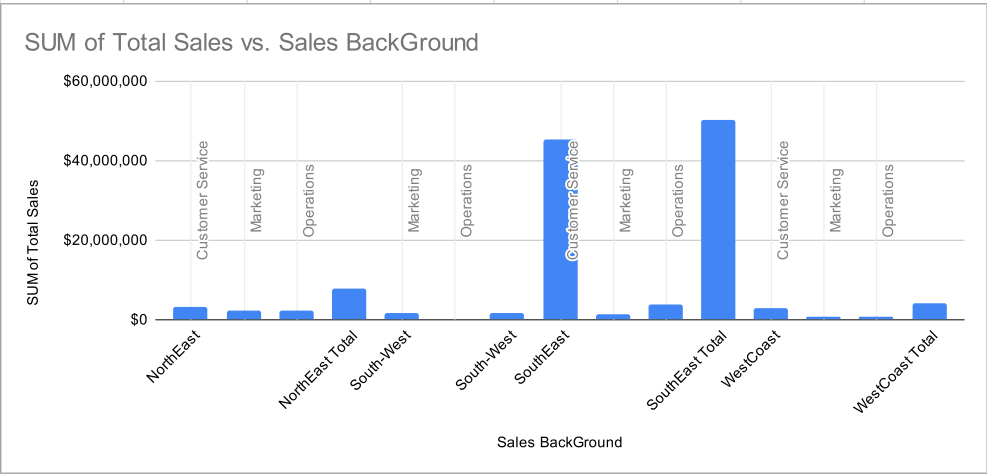
Region	Store Location	Product Purchased	COUNTA of Product Purchased
NorthEast	Mall	Basketball	1
		Football	6
		Running	12
		Soccer	4
		Tennis	4
		WorkOut	16
	Mall Total		43
	Stand Alone	Football	1
		Running	2
		Soccer	1
		Tennis	2
	Stand Alone Total		6
NorthEast Total			49
South-West	Mall	Football	1
		Running	2
		Soccer	1
		WorkOut	2
	Mall Total		6
	Stand Alone	Football	3
		Tennis	1
		WorkOut	3
	Stand Alone Total		7
South-West Total			13
SouthEast	Mall	Baseball	7
		Biking	2
		Football	4

Based on analysis, Mall store location has higher count of products purchased.

		Running	7
		Soccer	6
		Tennis	3
		WorkOut	10
	Mall Total		39
	Stand Alone	Biking	2
		Football	1
		Running	1
		Soccer	6
		Tennis	3
		WorkOut	2
	Stand Alone Total		15
SouthEast Total			54
WestCoast	Mall	Football	1
		Running	3
		Soccer	3
		WorkOut	4
	Mall Total		11
	Stand Alone	Running	9
		Soccer	2
		Tennis	2
		WorkOut	3
	Stand Alone Total		16
WestCoast Total			27
Grand Total			143

Data Analysis: Sales BackGround vs SUM of Total Sales

Region	Sales BackGround	SUM of Total Sales
NorthEast	Customer Service	\$3,139,453
	Marketing	\$2,214,587
	Operations	\$2,389,687
NorthEast Total		\$7,743,727
South-West	Marketing	\$1,520,531
	Operations	\$122,250
South-West Total		\$1,642,781
SouthEast	Customer Service	\$45,339,831
	Marketing	\$1,362,761
	Operations	\$3,642,747
SouthEast Total		\$50,345,339
WestCoast	Customer Service	\$2,756,158
	Marketing	\$814,863
	Operations	\$630,729
WestCoast Total		\$4,201,750
Grand Total		\$63,933,597



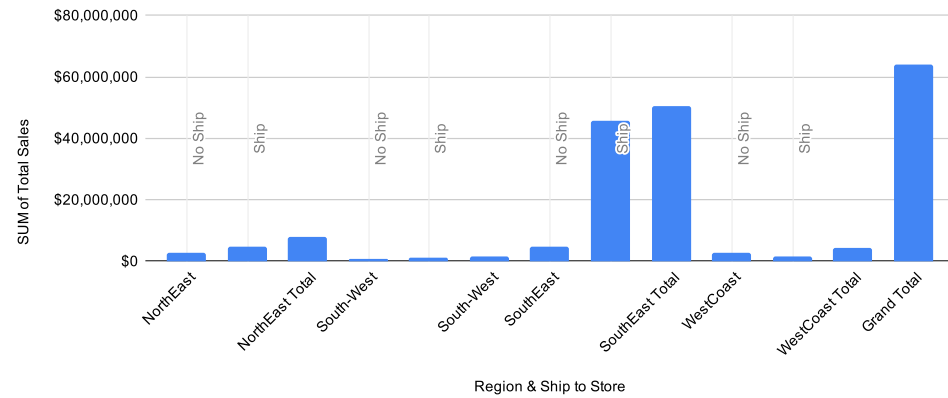
Based on analysis, Customer Service background generates the highest sales numbers in almost all regions.

Data Analysis: Ship to Store vs SUM of Total Sales

Region	Ship to Store	SUM of Total Sales
NorthEast	No Ship	\$2,923,569
	Ship	\$4,820,158
NorthEast Total		\$7,743,727
South-West	No Ship	\$627,668
	Ship	\$1,015,113
South-West Total		\$1,642,781
SouthEast	No Ship	\$4,623,981
	Ship	\$45,721,358
SouthEast Total		\$50,345,339
WestCoast	No Ship	\$2,763,520
	Ship	\$1,438,230
WestCoast Total		\$4,201,750
Grand Total		\$63,933,597

Based on analysis, more purchases have taken place at stores that provide the "ship to store" feature (except in WestCoast region).

SUM of Total Sales and Ship to Store

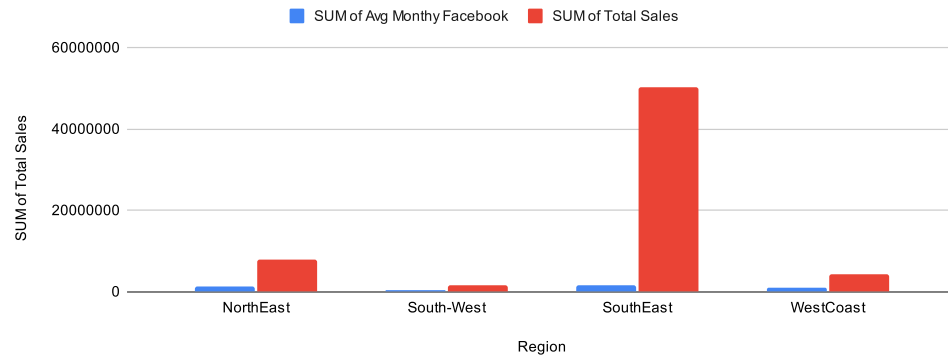


Data Analysis: SUM of Avg Monthly Facebook and SUM of Total Sales

Region	SUM of Avg Monthly Facebook	SUM of Total Sales
NorthEast	1,385,899	\$7,743,727
South-West	318,090	\$1,642,781
SouthEast	1,592,306	\$50,345,339
WestCoast	821,444	\$4,201,750
Grand Total	4,117,739	\$63,933,597

Based on analysis, the region with higher facebook traffic has higher sales.

SUM of Avg Monthly Facebook and SUM of Total Sales



Data Analysis: AI System vs SUM of Total Sales

Region	AI System	SUM of Total Sales
NorthEast	No	\$5,111,159
	Yes	\$2,632,568
NorthEast Total		\$7,743,727
South-West	No	\$1,201,953

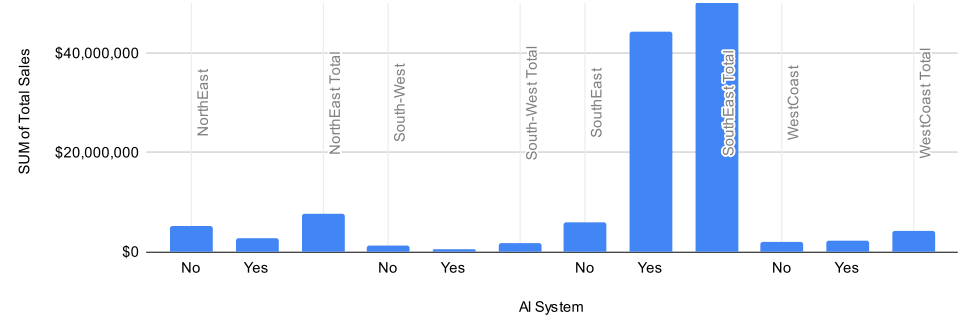
SUM of Total Sales vs. AI System

\$60,000,000



	Yes	\$440,828
South-West Total		\$1,642,781
SouthEast	No	\$6,029,576
	Yes	\$44,315,763
SouthEast Total		\$50,345,339
WestCoast	No	\$2,045,455
	Yes	\$2,156,295
WestCoast Total		\$4,201,750
Grand Total		\$63,933,597

Based on analysis, AI System is more preferred in SouthEast region.

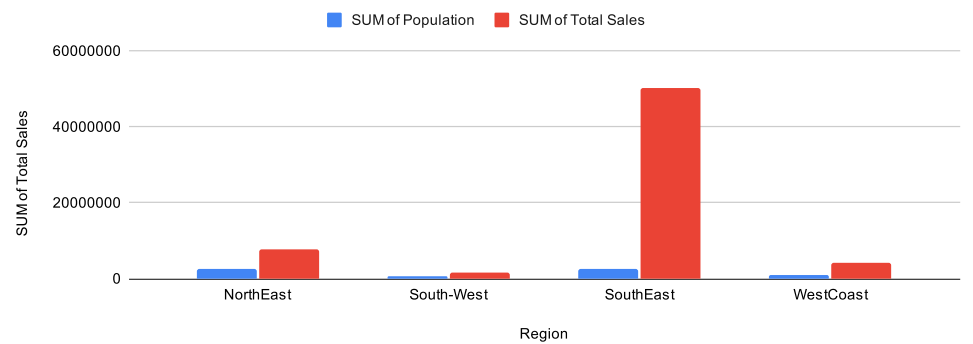


Data Analysis: SUM of Population vs SUM of Total Sales

Region	SUM of Population	SUM of Total Sales
NorthEast	2,721,452	\$7,743,727
South-West	641,197	\$1,642,781
SouthEast	2,721,355	\$50,345,339
WestCoast	1,095,414	\$4,201,750
Grand Total	7,179,418	\$63,933,597

Based on analysis, SouthEast region has highest sales.

SUM of Population and SUM of Total Sales

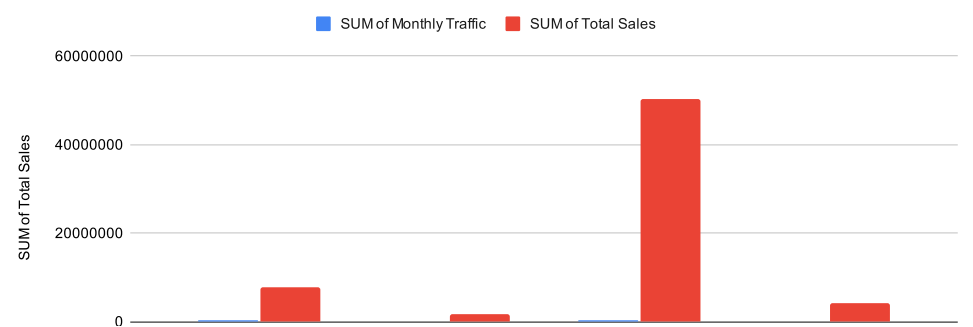


Data Analysis: SUM of Avg Monthly Facebook and SUM of Total Sales

Region	SUM of Monthly Traffic	SUM of Total Sales
NorthEast	306,076	\$7,743,727
South-West	64,932	\$1,642,781
SouthEast	301,442	\$50,345,339
WestCoast	166,077	\$4,201,750
Grand Total	838,527	\$63,933,597

Based on analysis, both NorthEast and SouthEast have high sales due to high monthly traffic.

SUM of Monthly Traffic and SUM of Total Sales



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