Market Analysis For National Clothing Chain Report

1000
Number Of Customer Analyzed
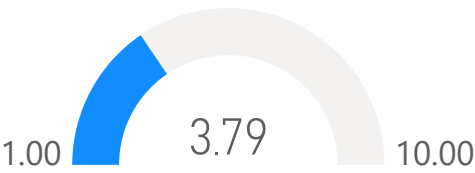
Chronograph Watch
Best Product Name

Winter Gloves
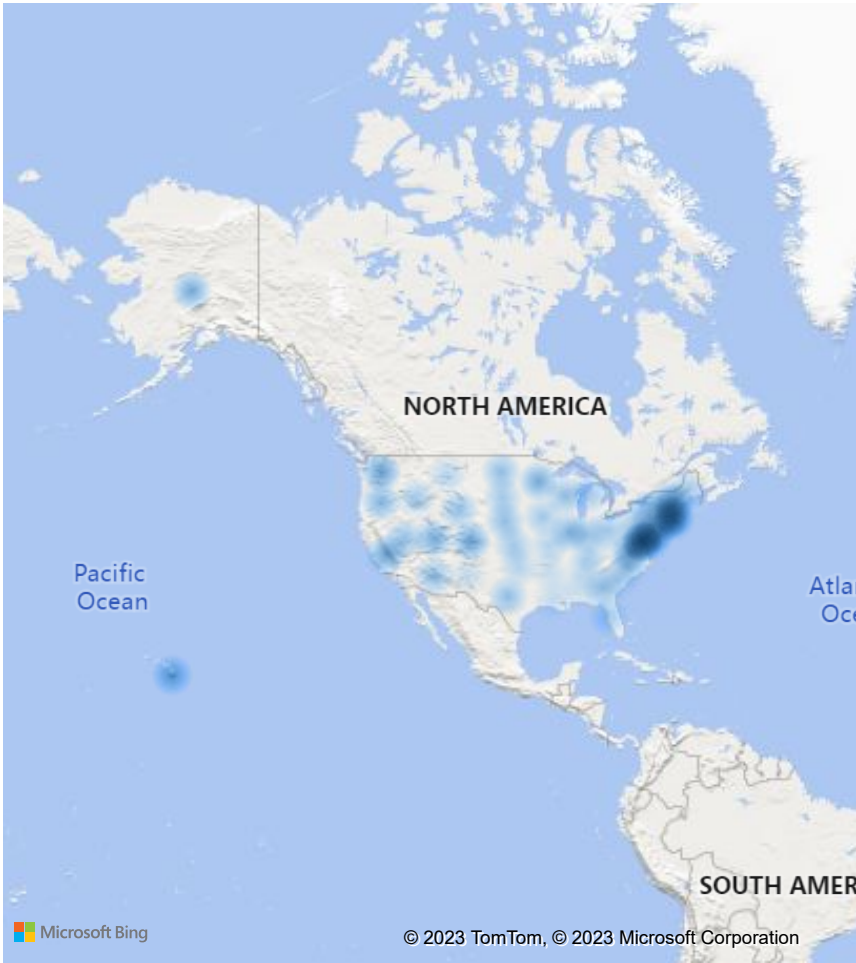Worst Product Name

Avg Customer Rating
1.00 — 3.79 — 10.00

Avg Return Rate
0.01 — 0.01 — 0.10

Average Income by State

Pacific Ocean

NORTH AMERICA

Atlantic Ocean

SOUTH AMERICA

Microsoft Bing

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Income Correlation & Sales

Avg Sales (Y): 600, 400, 200, 0
Avg Income (X): 80K, 100K, 120K

$$x = (-722.14 - Y) / -0.01$$

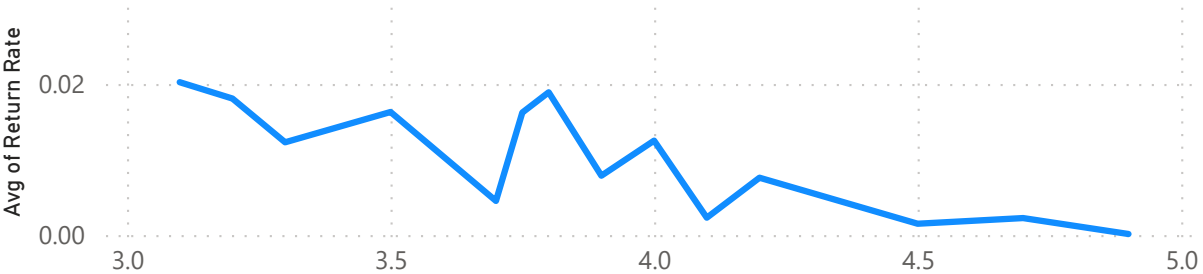Linear Regression Formula

Correlation Coefficient Between Avg Income (X) and Avg Sales (Y)

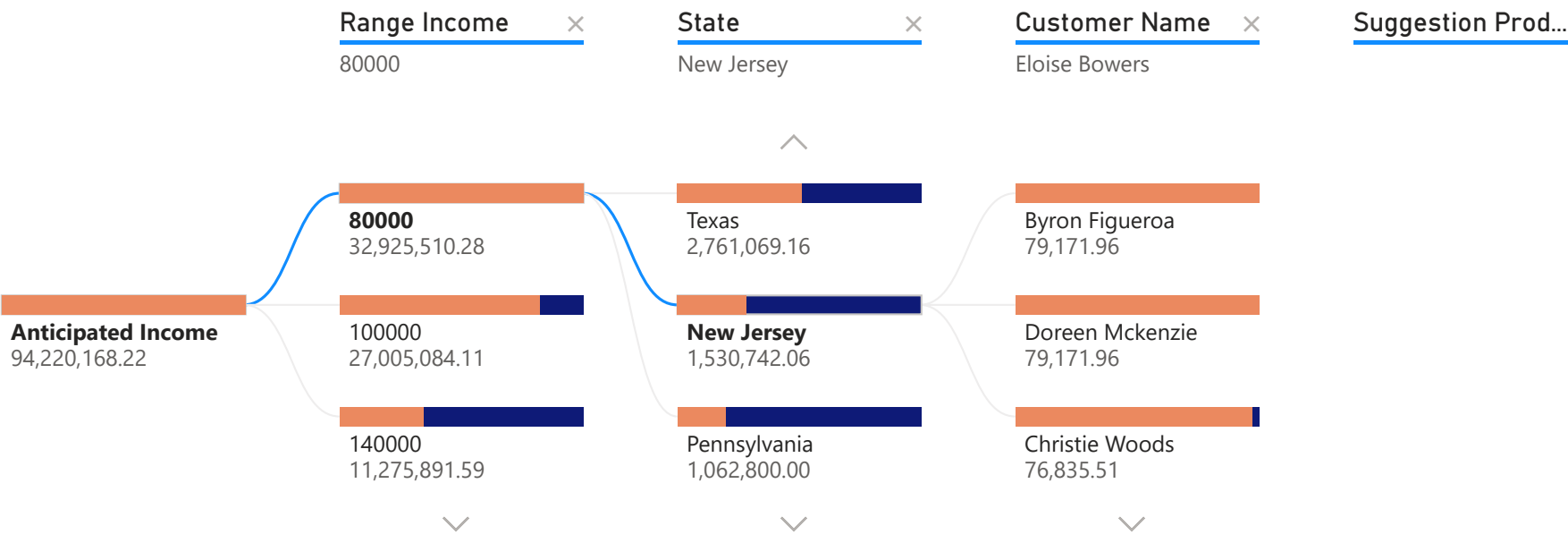**0.78**

Total Purchase & Last 6 Months Purchases by Quarter

21.83K !

Goal: $74.41K (-70.66%)
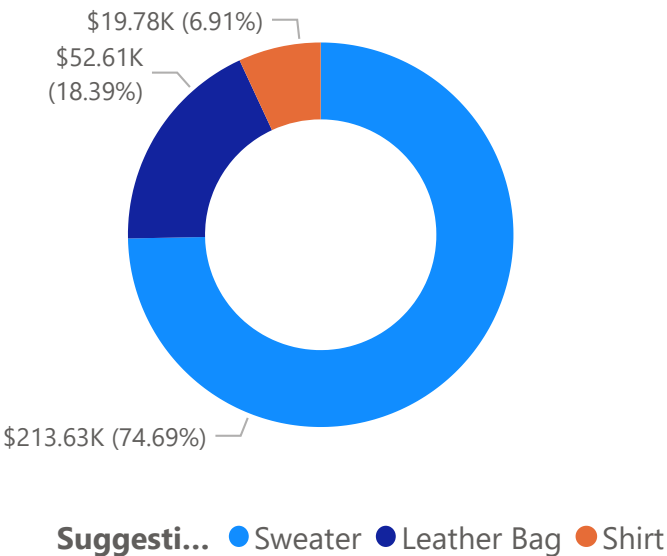
Avg of Return Rate by Customer Rating

Avg of Return Rate: 0.02, 0.00
Customer Rating: 3.0, 3.5, 4.0, 4.5, 5.0

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Predicted Income Tree

Range Income ✕	State ✕	Customer Name ✕	Suggestion Prod...
80000	New Jersey	Eloise Bowers	

Anticipated Income
94,220,168.22

80000
32,925,510.28

100000
27,005,084.11

140000
11,275,891.59

Texas
2,761,069.16

New Jersey
1,530,742.06

Pennsylvania
1,062,800.00

Byron Figueroa
79,171.96

Doreen Mckenzie
79,171.96

Christie Woods
76,835.51

Last 6 Months Purchases by Suggestion Product

$19.78K (6.91%)
$52.61K (18.39%)
$213.63K (74.69%)

Suggesti... ● Sweater ● Leather Bag ● Shirt

Potential Sales For Product Stock

Product Name	Sum of Number In Stock	Sum of Current Price	Potential Sales	Sum of Customer Rating (Stars)
Leather Bag	246	$1,000	$246,000	3.30
Oversized Coat	173	$650	$112,450	3.20
Chronograph Watch	65	$350	$22,750	4.90
Sweater Dress	314	$215	$67,510	3.80
Leather Sneakers	95	$175	$16,625	4.70
Leather Wallet	105	$175	$18,375	3.20
Long Dress	373	$125	$46,625	4.50
Total	**3191**	**$3,230**	**$10,306,930**	**64.45**

Average of Number In Stock by Product Name

Long Dress, Wool Scarf, Sweat... Dress, Flip Flops, Leather Bag, Cotton Blouse, Light Sweat..., Button Shirt, Overs... Coat, Winter Gloves