

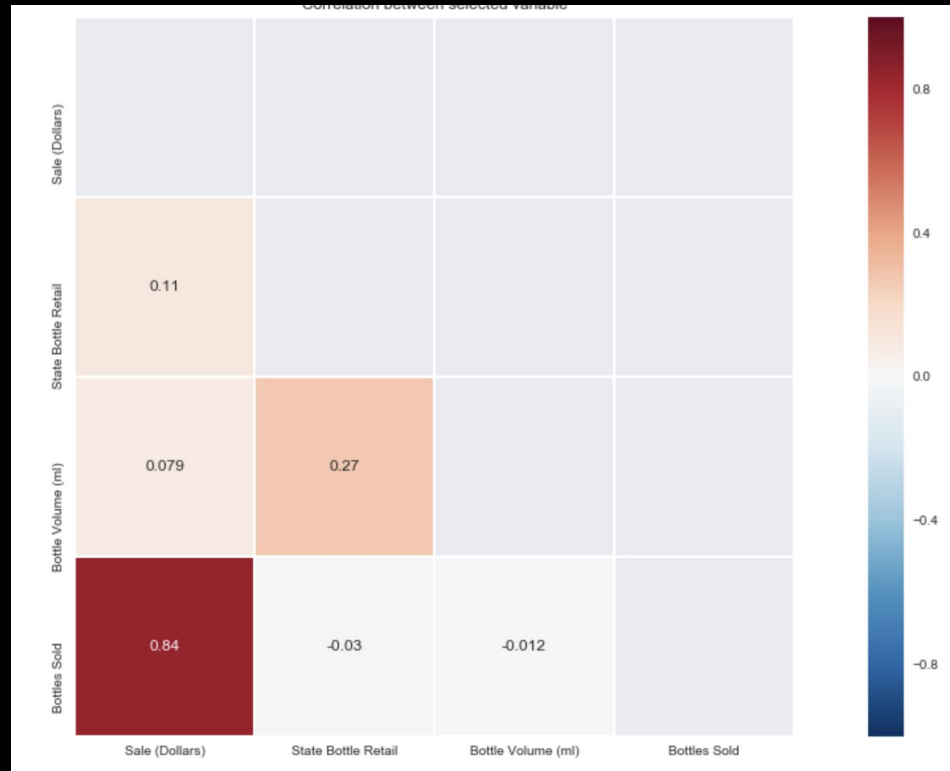
Scenario #2: Expanding to a New Location

Andy Gonzalez

With data from:

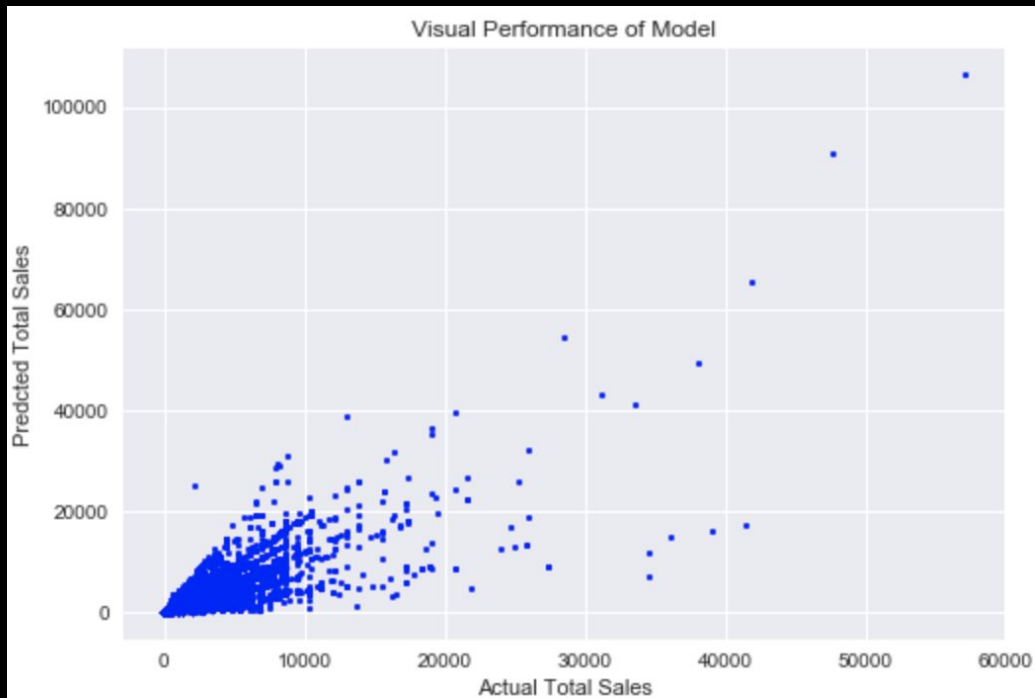


Comparing Our Chosen Variables



- Sales (Dollars)
- State Bottle Retail
- Bottle Volume (ml)
- Bottles Sold

Plotting the Model



MSE: 86486368765.3

Results

	County	Coef
27	Dallas	54.934949
3	Bottles Sold	14.284094
16	Carroll	10.436126
85	Sioux	8.312685
54	Johnson	6.424826
26	Crawford	5.698065

Key Takeaways

- All results must be interpreted in relation to Total Sales in Polk County
- Counties Dallas, Carroll, and Sioux have the highest potential, and they are predicted to outperform Polk county Sales by their respective value in dollars from the coefficient column, per transaction.
- The highest correlated variable to Total Sales in the original data was Bottles Sold.