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THE TEXXELL MINI-CASE

**[Project A - Required] Texxell would like to know how wholesale prices of TexPower® compare to competing premium grade products.**

To compare premium grade products of texell vs other brand and major competitor brands, we have creator a series of plots for each year and each day of week. (Attached HTML file and python script)

Major findings –

* Texxell premium brand is priced on average lower than it’s competitor and little higher than other branded premium gasoline
* This trend was evident in 2009 and 2010, but it seems texxell has started charging higher from first quarter of 2011 onwards than its major competitor

Comparision across geographies –

* Same trend is visible across geographies. Texxell is beating its competitor on price front across geographies, except NY
* NY is clear exception, where over the years texxell prices are higher than its major competitor which was not the case in 2009.

**Conduct series of summary statistics/graphs regarding Texxell price differentials vs.competitor prices**

We plotted the correlation plot between all features and found correlation between sales volume and zip codes. Which shows there are some high volume zones.

Also, there is some correlation between weekend and volume sales

