

PART 6 QUESTIONS –

- 1) What possible explanations might exist that lead to the variability in sales for each shift?

qry_Question20			
EID	MinimumDailySales	MaximumDailySales	AverageDailySales
1	₹ 35.00	₹ 681.00	₹ 242.46
2	₹ 9.00	₹ 301.00	₹ 122.72
3	₹ 38.00	₹ 615.00	₹ 265.95

This is the output for the query in Question 20 (List the minimum, maximum, and average daily sales by employee). Referring to this, some factors that might be contributing to the variability in sales for each shift may be as follows –

- Maximum average sale on weekends may be due to the fact that more people tend to go to clubs and golfing on the weekends, instead of on weekdays.
- Similarly, it can be deduced that both employees working together (as indicated by EID 3) might be more efficient in attracting customers to the stand and then conducting the business.
- The Employee who bears the Employee ID 2 might not be a very good salesperson, as can be safe to infer from their low sales numbers, even on an average.

- 2) How might daily events/tournaments/weather impact sales?

Daily events and tournaments will obviously positively impact the sales, leading to more sales, as more people are prone to visit the golf course during this time. Also, the competitive nature of tournaments and the assumption that the events, too, might prove exhausting, warranting the need for refreshments, might also prove to positively impact the sales.

Weather, on the hand, can't be generalized that easily. Here are some of the impacts that come to mind –

- Temperature – A higher temperature, i.e., a hotter day, will also positively impact the sales, since people will get dehydrated easily.
- Wind Speed – If it is too windy, people might not feel so uncomfortable with a higher temperature, but a humid weather, with slow moving winds might cause some discomfort which will positively impact sales.
- Precipitation – If it rains, people might not go to the golf course, itself, which implies that a high precipitation level, or even probability, will drive down the sales.

- 3) Using the correlation analysis, which variables do you think would best predict price? Why?

The following have the most significant impact on the price –

- S-S (The average sky cover between sunrise and sunset in tenths of sky covered) – by a degree of negative 0.77. Hence, it negatively impacts price, which means that an increase in the value of S-S leads to a lowering of the sales.
- MAXTEMP (The highest temperature for the day) – by a degree of 0.45. Hence, it positively impacts the price, which means than an increase in the value of MAXTEMP leads to a boost in the sales.